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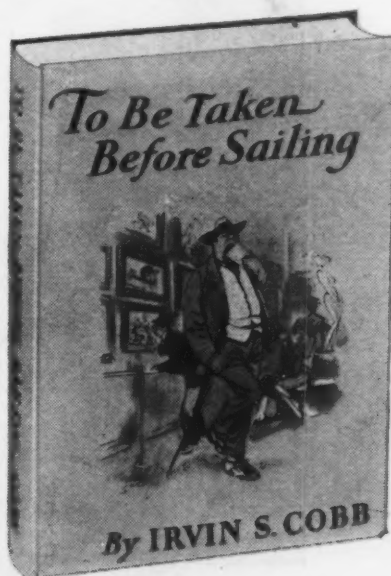
No. 19

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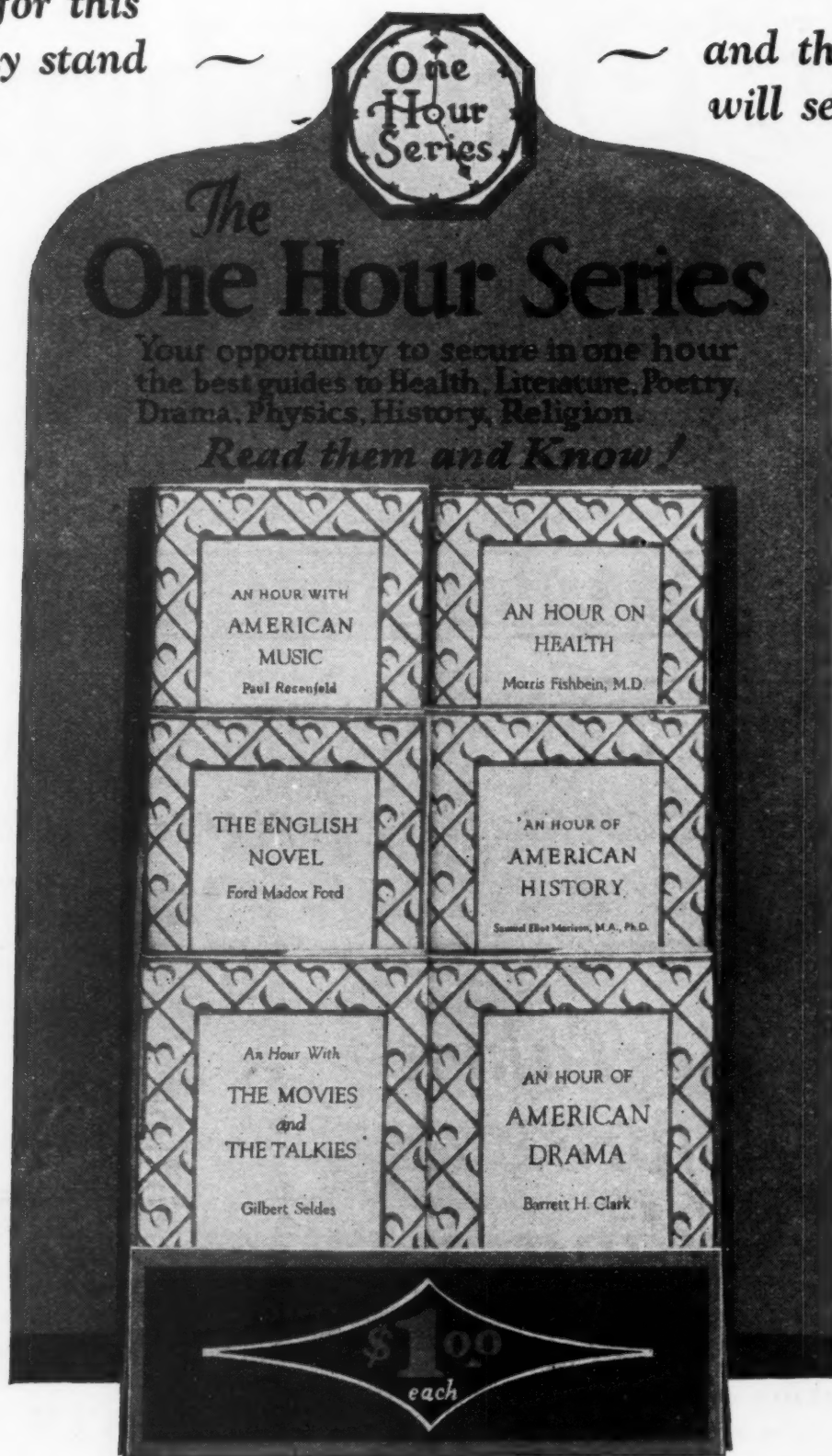
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—IS THE COMMENT OF THOUSANDS WHO HAVE
DISCOVERED "WHO MOVED THE STONE?"

"This is a most unusual, interesting and valuable book," writes Dr. Henry van Dyke. "It is a real mystery story, told vividly, rationally and with a searching power of analysis.

"It deals with the strange events which took place in Jerusalem on the first Easter Sunday and immediately before and after that day; events which have changed the history of the world. The author tells his story with absolute fairness, examining all the records and the pieces of circumstantial evidence, and seeking to get at the motives of all the actors in the scene.

"The result is a book of a novel kind, which I for one have read with thrilling interest, and which I hope will find thousands of readers among those who care for the really important things of life, and wish to find a reasonable solution of the great mystery of the vacant tomb of Jesus of Nazareth."

From John Clair Minot of the Boston Herald comes this enthusiastic notice: "WHO MOVED THE STONE? is a book of much importance and general interest. It is a reverent and scholarly treatment of one of the greatest mysteries of all time—namely the mystery behind the Easter of the Christian world, though the treatment and appeal of the subject is such that the book is scarcely to be classified as religious. You will find it more fascinating than any mystery story of the year."

Valuable, Important and Thrilling

says William Lyon Phelps

"Frank Morison's WHO MOVED THE STONE? is one of the most valuable, most important and thrilling books on religion I have ever read," writes Dr. William Lyon Phelps. "I wish it might have an enormous sale."

WHO MOVED THE STONE?

BY FRANK MORISON



This book is being read and discussed everywhere. It is of such recognized importance that it is now being urged upon readers from the pulpit, the radio and the press. A second large advertising campaign is on the way to crystalize this interest. KEEP UP YOUR STOCK! \$2.50

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novel of Germany at peace**

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frenssen**

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mifflin co.**

"We would not have it one page shorter." *British Weekly*.

"The reader will find himself spellbound by the simple experience of rubbing shoulders with people such as he knows in the world about him. The characters pulsate with red, warm blood. Frenssen has written something greater than a story, and yet something more than life itself." *Current Literature* (London).

"A great novel, marked with deep knowledge of human nature and a wealth of picturesque incident." *London Post*.
\$3.00 (May 28.)

*The Time is Ripe for this Sincere, Gripping
Love Story*

CHANCES

By A. HAMILTON GIBBS

Coming on June 6th

"Soundings" (1925) 96,000

"Labels" (1926) 45,000

"Harness" (1928) 52,000

We believe that CHANCES will have a larger sale than either of its predecessors since "Soundings." We are confident that this splendid love story will become an outstanding competitor for Summer sales honors, with a strong continuing demand throughout the Autumn, and our plans for the exploitation of CHANCES are based on that belief.

CHANCES is a dramatic story of the love of two inseparable brothers for the same beautiful girl. It may be read for sheer pleasure in its love story, and its quality of absorbing, dramatic entertainment. \$2.50

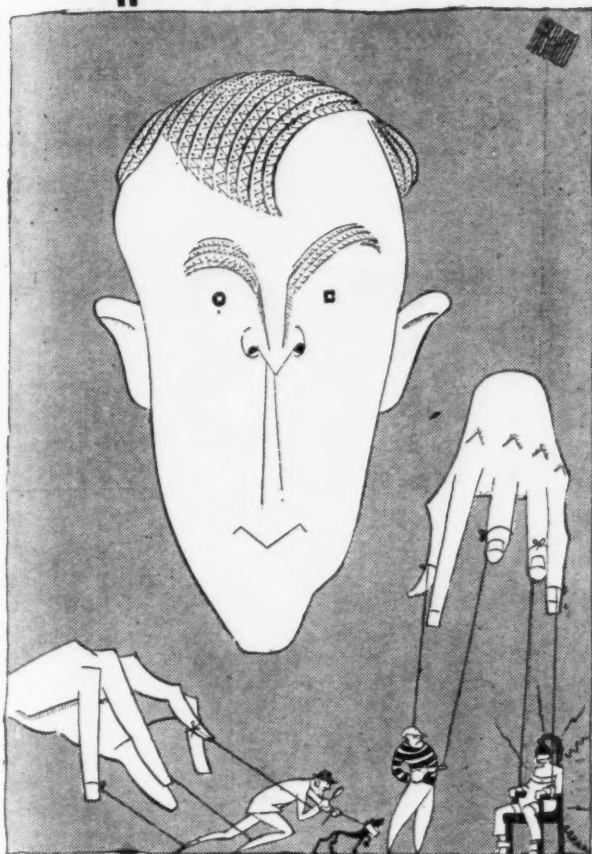
Boston

LITTLE, BROWN & COMPANY

Publishers

HARRY STEPHEN KEELER

"Master Mystery Maker"



THAT'S only one of the titles the literary detectors have given the author of "Sing-Sing Nights," "The Spectacles of Dr. Cagliostro," and "The Amazing Web." Bruce Gould of the *N. Y. Post* claims "He's a 'natural' born to his task of creating mysteries for the millions." Vincent Starrett calls him "a pulse-raiser of the first rank." Elrick B Davis of the *Cleveland Press* says that "for sheer imaginative bounce and juice I know of no mystery writer to compare with him."

The American News Company News for May ranks him with Wallace, Oppenheim, and Van Dine. Your own records will tell you how his sales have increased with each book. His new fast-paced thriller should be no exception.

His latest mystery novel is

THE FOURTH KING

Thirteen kings ruled the shady side of La Salle Street, Chicago — twelve kings too many. One by one, the cards played doom—while the fourth king waited! Guaranteed to keep your wits and hair on end from the first shot to the last word!

To be published May 15th

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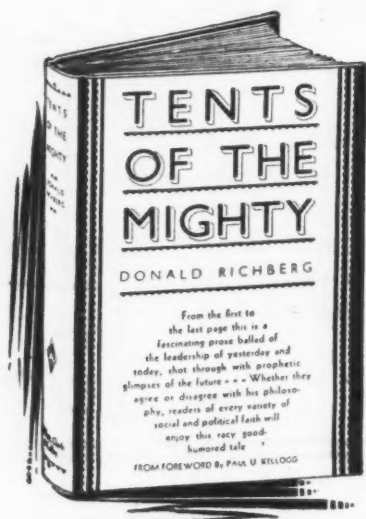
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"What is worth fighting for
in American Life?"

(Now Ready)

TENTS OF THE MIGHTY

By DONALD RICHBERG



A REALISTIC chronicle, by a lawyer of national fame, of years of intimate encounters with Roosevelt, Insull, Jane Addams, La Follette, Bryan, Darrow and many others in the strangely mixed field of national life.

READERS OF EVERY VARIETY of social and political faith will be fascinated by this biographical, historical and prophetic book.

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DODD, MEAD & COMPANY, 449 Fourth Avenue, New York

Celebrating the 20th Anniversary of the As

ZANE GREY

and Harper & Brothers

1910—1930

TWENTY years ago on a notable January day in 1910, Harper & Brothers published "Heritage of the Desert" by Zane Grey. To mark the 20th Anniversary of this association between author and publisher, rare and perhaps unique in American annals, the House of Harper will publish on June 4th *The Shepherd of Guadalupe*.

Starting with that novel in 1910, Zane Grey and Harper have built up an audience which, exclusive of the tremendous number of people who read Zane Grey's stories in magazines, has bought

**11,228,339 ZANE GREY Books
in the United States**

Zane Grey has made more money for booksellers than any other living author. Year after year his books have sold in amazing quantities; every one of his books has been an immediate best seller.

The Shepherd of Guadalupe comes at an excellent time—June 4th. Everyone will be thinking about the out of doors where Zane Grey rules supreme. Here is a fast-moving, thrilling romance of modern ranch life certain to have the same strong appeal. Send now for beautiful seven color posters in two sizes for your window.

Please send your requests now for posters and postcards and make money out of this 20th Anniversary celebration.

THE SHEPHERD OF GUADALOUPE

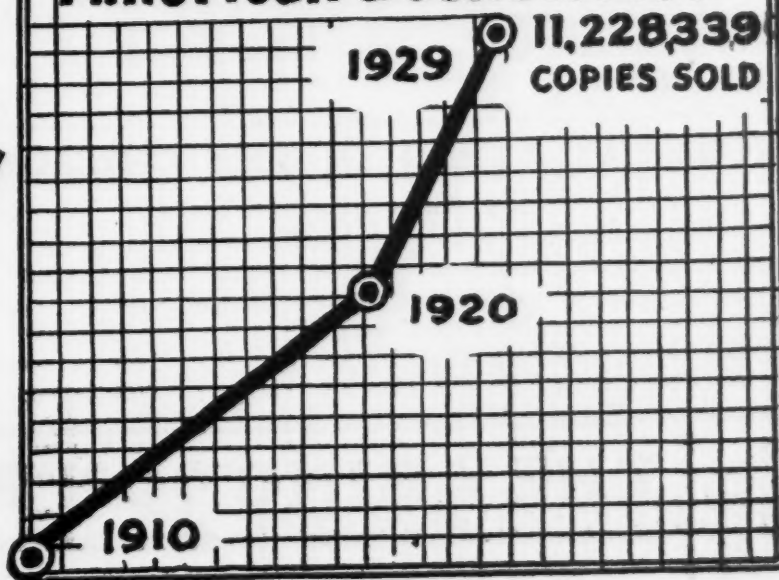
HARPER & BROTHERS, 49 East 33rd St., New York



of the Association of
GREY



**Zane Grey has sent over
11,000,000 people into
American Bookstores!**



You're never in the red with Grey!

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—Col. Raymond Robins, Chicago.

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By John Alfred Faulkner

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THE ABINGDON PRESS

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Boston

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Kansas City

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*An Arresting and Fascinating
Biography on Benito Mussolini*

IL DUCE

By L. Kemechey

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This book will
have a tremen-
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followers of
Fascism in this
country. Just
out — order
now.
▼

THE author is dead—his hero still lives. To him, Mussolini was the ideal man, who lives to rule, to act, to create. Human, colorful, dramatic, this searching biography moves with the dynamic tempo of Mussolini himself. The Italian Press has unanimously declared that there were but few foreigners who had such a wide outlook and such a thorough knowledge of Modern Italy and Fascism as had this young Hungarian—L. Kemechey. \$3.50



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Breakers have
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now comes
Geister Games
which promises
even a larger
sale.
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Her first in four years!

A COMPLETE and versatile set of party plans and programs for every occasion and need. Each game is given with numerous variations. Out of twelve years of experience with every kind of group Edna Geister has selected those games which have always been the most fun. A book every hostess and leader must have. \$1.50

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There is less biography of him than of any other important figure in modern life. That little is for the most part "inspired." An uncensored, life-size, debit-credit picture of the man, with the sub-surface truths about his giving, has long been needed—and here it is!

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By William H. Allen

Forgotten truths about the nefarious beginnings of Rockefeller's fortune, unsuspected truths about his money giving, sobering truths about his fortune's present power, suppressed truths about his boyhood influences. *And—* practical suggestions for vastly greater benefits from his foundations.

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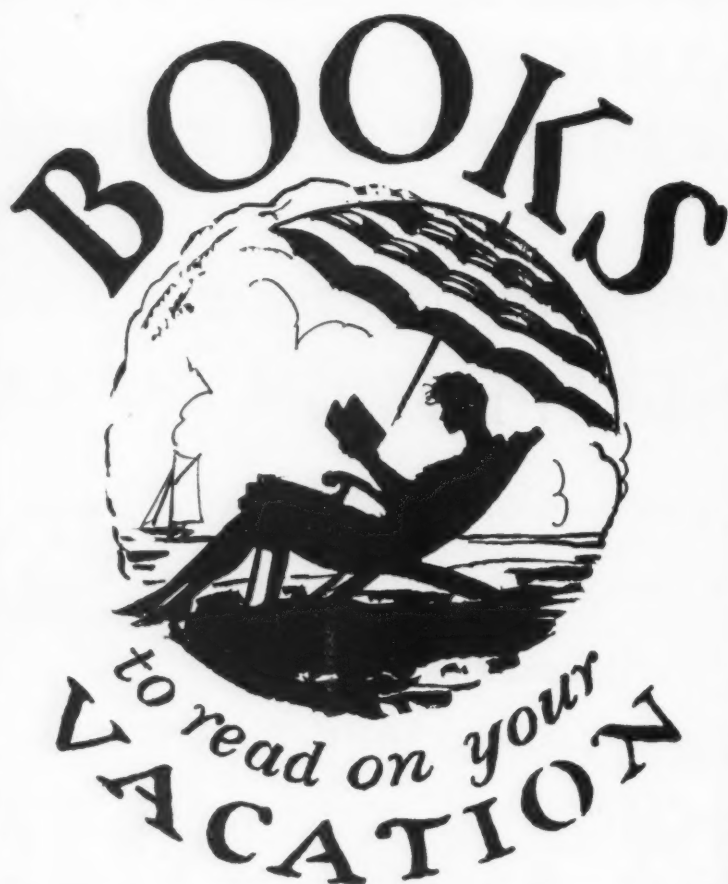
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TANAR of PELLUCIDAR

TANAR here enters into new and startling exploits revealed by radio communication between America and Pellucidar, that strange world of primitive love and terror at the core of the earth.—The newest big-seller by the author of "Tarzan and the Lost Empire."



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\$2.00

Like "Tarzan and the Lost Empire," "Tanar of Pellucidar" is available only in the \$2.00 edition.

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Coming May 16—the funniest parody
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Biographies of the hysterical great as they might have been written by certain moderns: “Elizabeth and Nossex: A Radcliffe Hallegation”; “Hip Hip Horatio: Count Luckner Sea Devils the Truth Out of Lord Nelson and Lady Hamilton”; “A Farewell to Josephine’s Arms: The Hemingway of All Flesh”—and many others.

FARRAR & RINEHART, Publishers



The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, MAY 10, 1930

Western Booksellers' Convention

April 23-26, 1930

Los Angeles

Purposes of the Convention

Odo B. Stade

of the Hollywood Bookstore, Hollywood

Keynote Address Delivered At the Opening Meeting

THIS year we have mailed to you a questionnaire, which contains the main points that we wish to bring up during the Convention. It should be answered, filled in by all of you, so that we can get our proper tabulation. We have divided the questionnaire into two parts: things on which we need help from within, and the second part, help from without.

A situation has arisen which, clearly, we must meet, economic conditions which confront us and on which the heads of government have manifested great concern. This Convention must be heard from. We are here to do things.

I should like to remark as one of the foremost aims of this Convention, if help comes from within, we must have that enthusiasm for our profession which is absolutely necessary for the average bookseller to make a success. I urge you to try everything in your power to stimulate this enthusiasm for our profession from within; read some of the books dealing with books. I am referring especially to such things as Newton and Ripley and others. When you read them, if you have any enthusiasm at all, it will be greatly stimulated.

Every one of you can pick out a certain book, and if you are sold on it, there are

people who will catch this enthusiasm. There is a great deal of work to be done at the present time and it is being done by people like Mrs. Valleley of Los Angeles, and others, who are doing much to stimulate the reading of good books by the enthusiasm with which they are presenting books to their listeners.

Another thing, we are not using all the means given us. The publishers supply us with plenty of literature; they give us illustrated posters; they advertise at certain times; but we seem to have so much on our own minds that we have failed to take advantage of their efforts. There is another thing which I wish to mention, and that is the matter of price cutting, and I wish to call names. There is one concern in San Francisco that started price cutting two years ago. We have The May Company, in this city, who started price cutting, and the other department stores have had to follow. This must stop. How can we stop it? By asking the publishers to put us on a contract, and if there is not sufficient ethical background in the booktrade, then let's put it on a judicial basis, a contract by which we pledge ourselves to uphold prices; otherwise, we will not be able to get prices at the proper discount. If there is a standard, and it can be set, and

ought to be done, it is going to eliminate this trouble within a very short time, and I wish to see a contract, especially for one reason. There is one house that casts a shadow all over the country—Macy's, in New York. It has defeated the publishers, but if we get this contract, Macy's can be made to pay, if it keeps up its pernicious activities.

There is another matter on which we need help and co-operation from the publishers and wholesalers. Our publishing industry is still very old-fashioned. Publishers believe it undignified to modernize the business. They believe it would be to their disadvantage to have points of distribution all over the United States. They believe that, as long as we are willing to stand for very high charges for transportation, nothing in the way of modern equipment in book distribution is necessary. We believe the time has come when, in order that we may expand, it will be up to the publisher to give us a real center of distribution. The sales which we lose annually on the Pacific Coast are stupendous. We are eight days from the publishers, but that is no excuse to customers. A few publishing houses, who realize the modern trend, have established branches in San Francisco, and these branches pay. We, on our part—take last year—paid out for drayage, express and postage on shipments from the East, almost \$4500.00. If such a distributing center cannot be created, there ought to be some form of special discount for the far West and Pacific Coast, which would take care of part of that very heavy expense. If it were put under the heading of a freight allowance, the eastern dealer would have no right to object.

I wish to call, at this present time, on

all those representatives of the publishers who are here to support us in this Convention, in putting over this contract idea of ours.

The publishing of fewer and better books is at this time called for. The entire booktrade would be greatly benefited. We who are in the new book business cannot possibly keep up, in spite of all sorts of help given us, with the flood of literature which is constantly pouring in.

Another point I should like to bring out is that shipping instructions are unfortunately not always followed. This means an additional expense to us which could be very well avoided. You booksellers in most cases ought to know the quickest and cheapest way to get merchandise into your business. Very often during the past few years we have received

60 and 70 pounds of merchandise, which came in a 50 or 60 pound box. We realize that the publisher is not to blame for that, but the printer, and since the shipment comes from the publisher, he ought to see that that is remedied. There is one company which uses a box which is fully as strong, but weighs only twenty-five per cent of the average box.

A uniform publishing date, on the part of each publisher, to be announced in the *Publishers' Weekly*, would be a great help to all of us and would avoid the very vexing question of putting books out for sale before the publishing date.

It has been a great pleasure, indeed, for all of us here in Los Angeles and the Southland to arrange this Convention. We are willing to give all the time necessary to the thing if we can obtain results. Let's, therefore, make the key-note of this Convention: "We must get results."



*Paul Elder,
Chairman of the Convention and newly
elected President for next year's gathering*

Increasing the Market for Books

Joseph W. Lippincott

Mr. Lippincott Brought the Official Greetings of the National Association of Book Publishers and Read a Message of Congratulation From Its Executive Committee

BOOKS certainly compete not alone with other reading matter, but with every kind of commodity. There is only so much money to be spent and only so much time in the day—books compete with

every other commodity for these things.

A sure method of winning over all these competing commodities is to invent something even better than the competitor's weapons. There are plenty of ideas; take for instance the J. K. Gill



Joseph W. Lippincott

Company's campaign to increase sales of children's books through their Personalized Juvenile Book Service, and the Sheehan's Bookstore offer to send for examination without obligation books on whatever subject the customer expresses interest in. Both are working well. And the best thing is that anyone who hits upon a good new plan, doesn't mind telling everyone else about it.

Convention speeches do not amount to anything unless they give ideas that increase your sales or cut down your costs. At the Gas Sales Conference in Chicago one of the bright ideas suggested was to "put a little sex appeal in the kitchen stove." There was the germ of an idea in that little sentence. It suggested beautifying a heretofore dead and prosaic object.

John Wanamaker laid down several vital rules. He said: "Not to sell, but to help people buy goods." His advertising

genius was wonderful. He knew too that the merchant's great customer is woman.

She spends at the rate of one billion a week, six thousand dollars a second, nine-tenths of our pay envelope! Your business methods must appeal to her. She has the time.

Sir Harry Lauder often said that the Scotch jokes told about him helped immensely to boost his fame. Perhaps you have noticed that within the last year or two books have become news in the newspaper sense, and even grown to be the butt of the good natured fun makers. I look upon this as an excellent sign.

Increasing sales comes down to just one thing—getting the *right book* into the customer's hands as fast as possible. We cannot get away from that. Every time a customer is disappointed the industry is set back. That customer temporarily loses buying interest, and his discontent is spread among his friends, but if he is well pleased he is forever an earnest, devoted advertising agent of that title.

There was a time when books could be digested by the public and win their proper place. But today, the pace is becoming breackneck. Has a book more than a few weeks in which to get started before it is swamped by new titles? Absolutely not. *If no new books were published for one whole year*, it would be a tremendous advantage to the trade and to the public! I mean every word.

Book prices must come down, or else the public must be thoroughly convinced that they are not too high. You know and I know that there is a very slim margin of profit all around.

But, until we accomplish our ends, let's see that the good books *always* get their proper sale, *even* if it takes years. Let's do more than ever to have *only* contented customers. Let's *merchandise* our product.

Convention Greetings

Read to the Convention by Paul Elder

Arthur Brentano, Jr.

MAY I take this opportunity to wish you all a most successful meeting at this Convention of the Western Division of the American Booksellers' Association. The A. B. A. is the representative of all booksellers, yet until the idea of two separate divisions was conceived, very few Westerners had been able to participate in the work of the organization, and in the annual Convention. Many of the booksellers of the West have been members of the Association for a long period of years. Some have never joined because of the feeling of remoteness, due entirely to geography rather than to the aims and objects of the organization. This is now a thing of the past. The American Booksellers' Association is today in a position to work for everyone, for through the deliberations of this body will come direct orders for future activity of the Executive Office.

It has been my privilege to act as an executive officer, and I have come to the realization that each of us must be concerned with something more than just an individual business. Do not look upon other booksellers as your competitors. Do

not consider them merely as business acquaintances. We are all partners—stockholders, as every member of the Association is a stockholder in the Association as a corporation through which our individual efforts can be made much easier and through which we can derive great benefits. When all of the booksellers have become conscious of our mutual responsibilities to each other, we will indeed have a trade body that will be able to get things done.

The resolutions you pass at this meeting are instructions to the executives and Boards of Trade that must be carried out during the succeeding twelve months. Call upon them for the work which should be done, and I am sure that you will find them willing and able to do it. But when you leave here, do not forget that you are still a member of the Association, and that your interest in this Association of booksellers should be kept alive at all times.

Cooperation will be extended to the officers who will be elected at your meeting here, and to those who will be elected at the Eastern gathering next month.

My Practice and Methods in Bookselling

Eugene Sommer

Sather Gate Book Shop, Berkeley

IN making this little talk to you, I think it only fair to myself to give you a little chronological history, and go back somewhat to give you an idea how I started in the bookselling business.

To begin with: I came to this country from Germany when I was a very young boy, to be exact, when I was just 15 years of age. I couldn't speak a word of English. I had never had the opportunity of attending an American school.

My very first job was to go into a sec-

ond-hand bookshop. My duties consisted of dusting the books, cleaning up the shop, running errands, and making myself useful more or less around the place in general. I well remember looking at the titles of the various books on the shelves, my constant ambition and aim being to place myself in such a position that I could read them, so as to memorize them, as I did not know a word of English. I concentrated as hard as I could on looking at the titles with a view to fixing them firmly in my mind,

The cartoon drawings in this issue of the Publishers' Weekly were done by Dillon Lauritzen



GENE
SOMMER

WARREN K.
BALDWIN

KITTY
RITCHIE

and this was a big part of my education.

I should like to say at this point that to my mind the reading of books constitutes a much better education than a college career, or any college course you might care to pursue, provided that while you are reading those books you are careful to absorb their contents thoroughly and to remember what you read so as to be in a position to apply it to every day life.

From that position as a boy dusting the books I stayed in the book business and in fact stayed with the same firm that ran that bookstore for a great number of years, eventually progressing to a point of promotion and finally was given an opportunity of attending auctions. Eventually I did the buying.

From that firm I changed my position and drifted into the book department, the bookselling end of several department stores, being placed in charge of various departments in big department stores, both in the East and in the West.

This, to my mind, constituted the most splendid of training, because, as I view it, the department stores, so far as bookselling is concerned are most "cold-blooded" in all business methods, and insist on constant turn-over which constitutes the basis of success in conducting the business of a large bookstore.

This is quite contrary to the practices indulged in in small bookstores, because the owner of a small bookstore buys his books often too indiscriminately and without regard to the highest business efficiency and keeps them on his shelves and tables, regardless of whether he is able to sell

them to people, with the result that they clutter up his shelves, and in a large measure often obscure and detract attention from the worth-while books.

I worked in the department store bookselling end of the game for about 15 years, and finally I succeeded in getting enough money to buy out a little business which had been conducted under a very honorable name for 18 years.

My total turn-over in that business for the peak year was \$13,000. It was in September that I bought the store, and I raised the turnover for the peak year of \$13,000 from September to January of that same year to \$35,000, and I am very happy to tell you that there has been a constant growth in the business of the establishment. I have had, in fact, very splendid success.

I can only attribute that success to my having had ideals. To my mind having ideals is one's best business asset.

What I desire to emphasize is this: in running a bookstore one mustn't think so much of making money as of keeping ever in mind love for one's profession.

You must at all times conduct your bookstore in such a manner that the public can get there the books that they demand. You must maintain a bookstore that will truly constitute the rendezvous of book lovers; never be in a hurry to sell to them, let them browse around and spend a happy half hour or hour, any time they want to; make them feel that they are free to come and go, without any hindrance; aim to get acquainted with those people; aim to please them in every way you can; aim to make

them feel "at home." If you do that, I dare say you will eventually be able to take care of their requirements in the book field.

I would like to tell you of an experience I had some years ago. A gentleman came into my bookstore and spent considerable time looking at the books on the shelves and on the tables, and engaged me in conversation and we had a very pleasant chat. In fact, I spoke to that man on every other subject except the subject of books. Finally, just before he was ready to leave, he turned to me and told me that he had never entered a place which conducted the business of selling books before with so many worth-while books on its shelves and tables; that in his opinion there was everything in the way of books that anyone would care to obtain; books on travel, books on biography, books on poetry. Well, the upshot of it was that just before he left the store, I succeeded in selling that man several hundreds of dollars' worth of books.

I simply call the experience to your attention because in my humble opinion sales like that can be made almost any day by any of you in any bookshop where good books are to be found.

And now I logically come to the subject which is a particular hobby of mine, the failure of most booksellers to clear their shelves of undesirable titles at least once a year, and in otherwise failing to make easily accessible things that will readily sell and the books that the public really desires. That is a very common mistake. As I view it, the publishers should turn more to popular priced books and give the public a chance to buy books at a reasonable price. It is almost prohibitive for most people to buy books in the present day; impossible almost for anyone to buy books at a reasonable price, considering the fact that today they are compelled to buy a novel for as much as \$2.50 or more. That, to my mind, is prohibitive. I am sure they are not worth it. You understand, I am not here criticizing the publishers. But I do think they should concentrate more on the serious, worth-while books which stand out, and I am sure if they do that they will sell many more books.

I take this occasion to touch upon the subject of a practice, which, to my mind, if pursued, may end up very disastrously to

many real bookstores all over the country. I speak of the practice of the cutting of prices in supplying public city and county libraries. As you all know, the average eastern discount is about 40% or a little less.

If a bookseller has to give more than the ordinary discount he is forced, automatically, to discontinue the class of real service which he has heretofore rendered and by which he has succeeded in building up his business. If he does that he must most certainly suffer because he cannot possibly figure on keeping all of his books on the shelf to sell to the public, with only the retail business in mind.

The other day, however, something came up which to my mind constitutes the most serious menace.

[At this point Mr. Sommer read a letter from a librarian telling of an encounter with a Literary Guild subscription salesman, stressing the opposition of the writer to bookselling *à la* book clubs.]

I think it's a serious matter for the Literary Guild to solicit library service while getting a 43½% discount. How can the American bookseller continue bidding against such a situation?

Now, to turn to another phase of the situation, getting back to our conduct of our bookstores. As I view it, the great adjunct connected with a well established department in your bookstore is the Children's Department. I might point out in that connection that in our store we are more careful in selecting and seeking out books for our boys' and girls' book room than in any other department of our business. We do everything we can to please the boys and the girls; do everything we can to make our boys' and girls' book room attractive, because they are the future book buyers of the community and our aim is to cultivate them early.

My last word of advice, in closing, to young women and young men who want to become rich is: *Do not enter the book business!* On the other hand, our profession is most attractive. It has many compensations. If it is going to be your chosen career you must have ideals and you must be able to live up to them. My admonition is: *Play safe; be square with both the public and the customer*, and if you do that, I am sure you will all make a great success of the book business.

Reminiscences of a Publisher

John J. Curtis

President of Bobbs-Merrill Co.

This Speech Delivered at Luncheon on April 24th Was Preceded By Carl Moon of Pasadena Who Talked on "Indians I Have Known," Dorothy Herzog on the Writing of "All Like It Hot," and Mrs. Lillian Ford of Los Angeles on the Relation of the Critic to the Bookseller

BOBBS-MERRILL was organized in 1838. Mr. Merrill often said he he was sorry it wasn't organized a few years earlier because we might then have had Sir Walter Scott on our list.

Along in 1865, my father one day took me by the hand. We walked down the street in Kokomo, Indiana. We went to church. The church was heavily draped in mourning. The preacher gave us an oration. It was "The Death of Abraham."

Going home—I asked my father many questions. He said he would buy me a "Life of Lincoln." That was one of the first books I had. It taught me to love books, and I have loved books ever since.

I finished a short course in college and rolled up my diploma and went down to Indianapolis, to get a job. I saw Mr. Bowen. He said, "I am sorry son. We are full. This is June." "Well," I said, "I want to work in a bookstore. I will work for nothing." So he accepted. He then gave me \$6.00 a week.

It was a grand thing in those days, in the '70s, for a young man to get in a bookstore. At that time Dickens was living, and Bulwer Lytton. Wouldn't it be wonderful now to say, "Here is a new book from Charles Dickens—here is a late book from Bulwer Lytton! And not only that. We had Longfellow, Tennyson, Whittier, Holmes, Bret Harte, George Eliot. They were all at that time producing books. It was a great thing for a boy to be in a store of that kind. Not only did he meet the best people, but occasionally he met a great author.

In 1880, one day, General Lew Wallace stopped in. He was a pompous old bird, and I hunted around and got a copy of "The Prince of India" and wanted him to autograph it. He took it and he wrote

in "Someone has asked me to autograph this book. Lew Wallace."

In the '80s we began to publish James Whitcomb Riley. He grew to be enormously popular. In the next fifteen years his books had been published in one hundred different ways, separate volumes, lists of poems, combinations of poems, and so forth. This venture in Riley gave us a feeling that we could get farther into publishing, but we did not do this until the '90s. Along in 1895 or 1896, a young lawyer from Shelbyville came in to see us and he brought a manuscript. He called it "Charles Brandon, Duke of Suffolk." We did not like the title, but we liked the book after we read it, and searched for a title. One day at home, one Sunday, I found in Leigh Hunt's poems,—a poem "The Gentle Armour." The first two lines read:

"There lived a knight when knighthood
was in flower,
He charmed alike the tilt-yard and the
bower."

That phrase struck me. The next day I took it to the office. They said it was too long, but I fought for it, and the next year we published "When Knighthood Was in Flower." Some of you may remember the success with which it met. It was afterward made into a play for Julia Marlowe, and made in many editions, and lately, in late years, a picture in which Marion Davies appeared. We followed that with other books. We had tasted blood. We published "Lazarre." Then we published "The Mississippi Bubble," by Emerson Hough, a great friend of mine. One day we had a row about his account, and the next Christmas he sent me a telegram reading: "Merry Christmas I have sued you today."

We are now nearly down to nineteen hundred, but I won't go much farther. In nineteen hundred we made an instantaneous success on a novel which we deliberately planned in our own office. We said, we will have a novel on George Rogers Clarke—George Rogers Clarke and the Vincennes Campaign. We said, we will get Maurice Thompson, who lived in Crawfordsville, and he wrote for us under our direction, "Alice of Old Vincennes."

It was an instantaneous success. I took it up to McClurg's and showed it to them. They bought a few and sold them. I went out and took a full news page advertisement in the Chicago papers for this

one title, which had never been done before. We got immediate and great returns, and in a short time afterward, A. C. McClurg & Company gave me an order for ten thousand copies to be shipped in one order. I telegraphed the order to Indianapolis. Mr. Bobbs replied "Do you mean ten thousand or one thousand." I said, "Make it ten thousand."

Many of our old friends have passed on. I have lost my old partners, William C. Bobbs and Charles W. Merrill. The young men are now in charge with Laurance Chambers as chief of our trade publishing department.

Our house sends you its warmest greetings.



1. *During the business session on Thursday, April 24th, May Massee of Doubleday, Doran & Co., spoke on the "New Day in Children's Books." Her talk will be printed in the next Children's Book Department of the Publishers' Weekly, June 28.*
2. *Dana Jones' speech on "Advertising Books From Chaucer to Chic Sale" will be printed next week, May 17.*
3. *The report from Ellis Meyers, the Executive Secretary of the American Booksellers' Association, read by Albert Crone, will form part of the report of the New York A. B. A. Convention, Publishers' Weekly, May 31.*
4. *"The Portland Idea," an address by Richard E. Montgomery of J. K. Gill Co., Portland, appeared as an article in the April 19 issue of the Publishers' Weekly.*



Developing Interest and Sales in Books of Fine Presses

Jake Zeitlin
of Los Angeles

An Address Delivered Before the Rare Book Group at the Convention of the Western Division of American Booksellers' Association—April 25, 1930

THE first thing that occurs to me in choosing methods of selling fine press books is the statement that I so often repeat to my customers—"If in my shop we did nothing but sell books, we would soon stop selling books." We do the things most successfully that we enjoy doing most and in my case I might say that bookselling is the most enjoyable thing of all that I have ever attempted. In the same way we sell best the kind of books that we ourselves like the best. To me the greatest pleasure comes from a beautiful and adequate presentation of a worthy piece of literature. Nothing thrills me so much as a well-made book, and expressing my delight to others is not an effort, it is the natural result of my pleasure. Books are sold on talk. They are sold on enthusiasm and on the basis of the extent to which we can find others who share our enthusiasm. Bookshops are centers of influence. They are points from which standards of taste go out to the discerning world. I have always kept these things in mind and, keeping my eye on the ultimate necessity for making sales with which to pay bills and buy more books, have remembered that sometimes the long way round is the shortest. Let me tabulate some of the things that we have done.

1. We have made every piece of literature or printing that goes out of the shop, even to stickers and address labels, of the finest typographic style and kept all our printing reminiscent of books in style and choice of type.

2. We have kept a varied stock of all of the really good modern presses and have made

frequent window displays of them with many informative cards.

3. We have collected carefully and segregated the names of all printers, typographers and fine printing collectors as well as those of the people who wanted gradually to build libraries of the standard works, and have kept them individually informed, by letter, 'phone call and personal call, of any outstanding new arrivals. Our books are sold to the individual and never to the general public, and therefore we have always thought of the person to whom some certain book might appeal before buying. We have the permission of several of the most prominent buyers in this field to send them on approval, with the understanding that they are not obliged to keep any of them, all worth-while items as they come in. From a number of responsible collectors we have obtained stand-



RICHARD
MONTGOMERY

JAKE
ZEITLIN

O.B. STADE

ing orders for all products of certain presses and these have been the foundation on which I have based my buying.

4. Publishers, such as Random House and Rudge and Walter McKee are very generous with circulars and advance notices. We never throw a circular away. As soon as the first Random House announcements are made, I request about 100 copies from them and send these out with a carefully worded letter in which I make my own selection. These always bring results. It is often easier to sell a book in advance of publication than when you have it in your hand. The imagination has such a grand way of surrounding a description with glamor that it always works for us in our customer's mind. And if we state that the edition is limited and, as in the case of Nonesuch books, likely to be oversubscribed before publication, it makes the customer eager to assure himself of a copy and he will therefore sign the order. We always book up most of our sales before the books are published.

5. The annual selection of The Fifty Books of the year has always provided an opportunity for us to make several substantial sales. As soon as the list is published in the *Publishers' Weekly* we rush a copy of it through on the multigraph and send it with letters and return order blanks to our complete lists. It is news to them and they read it through and in many instances return the blanks filled in with from one to five items varying in price from \$3.00 to \$30.00. They are grateful for the information and they are again reminded of where they might drop in to browse.

6. I never fail to make an excuse for steering a customer over towards my own pet section and telling him something, from a typographic standpoint, about its contents. He is made to feel that this is my hobby and he is sharing it with me. Whenever I am invited to speak, my topic is always something like "The Book as a Work of Art." In the past year I have spoken about ten times before university groups, art clubs, women's clubs and informal home gatherings. The phrases of William Morris and the golden words of Cobden-Sanderson have been the material and inspiration for these talks. Every time I speak I take with me some fine example of the printed book and try to make my

audience see that a beautiful book is a work of art with a tradition and a history behind it.

7. The youngsters with little to spend but with hungry eyes have always been my own special pleasure, to talk with and show books to. They are the best advertisers I have. They are the book collectors of tomorrow and they save their pennies and have me hold things for them. They always come and get the books they order and they never stop being hungry for more. They are so pleased when we save for them the brochures and announcements of publishers and presses and by their eagerness and enthusiasm they feed my own intensity and give me new thunder.

8. Last year we published a catalog entitled "This Great Age of Printing." It was designed and the cover was hand lettered in my shop by William Blaine Wooten. Miss Butler, my associate, took three months to prepare the careful typographic notes and Bill nearly drove the printers crazy spacing and respadding the pages. We produced an item which we felt was not only a good catalog but also an example of the spirit which actuated our shop. It was costly, but this catalog is still pulling. It brought in orders from all parts of the country. It brought visitors in who bought and it brought us praise from such authorities as Stanley Morison, and G. M. Troxell in the *Saturday Review*. Mr. Nash called on me and many others, and that one catalog did more to establish the character and quality of my shop than all our other efforts combined. Every day it brings us in good live names for our mailing list and inquiries about books. It is our constant salesman.

9. Chiefly and lastly, I have remembered that the good merchant is the one who regards himself as a purchasing agent for his customers. We can only sell our customers what they are ready to buy. They can not appreciate nor want what they have not been prepared to appreciate and want and I have therefore patiently sent them books about books and spent hours talking printing and thumbing pages and chanting over and over to them the words of Cobden-Sanderson and telling them of the lasting delight there is in beautiful type and good paper and in rich and durable bindings.

On the Selling of Better Books

Isabel D. Morris

of Paul Elder's Book Shop

FOR a long period there was current a legend which haunted those who engaged in the selling of books—namely, that all so occupied never read them. That has been generally cast down into the limbo of forgotten things since this most fascinating occupation has taken on the aspects of a definite profession.

During the Great War, we were led to become interested in the geographical locations of the countries involved, and undoubtedly the only good which came out of that appalling upheaval was an awakened consciousness that other lands had great cultural riches and, in their arts, undoubtedly, their greatest were their literatures, known only to the relative few. The increased interest which has arisen among general readers for translations, must be conceded. To those of us who have followed this current there has come a gratifying response not only in the mental satisfaction gained, but also in passing along our own enthusiasm to a larger proportion of readers.

In handling a diversified stock of the better books, there arises the need of catering to many divergent tastes. Hours must be found outside to devote to reading, in order that the customer may be advised as to the best book for his needs.

Then, too, that period has passed in which the bookseller can present a new book to a customer and say in a firm tone which precludes any possibility of inquiry "This is about Mogador, you know!" In this era of delightful or dreadful candor, the customer becomes the inquisitor, and admits "I never heard of the place. Where is it?"

At no time has there been evinced such eagerness for travel books as now. From eight to eighty—all seek news of strange or familiar places. Breathlessly they follow Byrd, Mawson and Wilkins, they trail in the steps of romantic young men and vagabonding females of fifty. And travel books we give them!

One of the most satisfactory realms in the selling of better books lies in a clientele of collectors of those exquisite products of fine modern presses. A complete chapter could be devoted alone to the magnificent contributions California craftsmen have made in this field of endeavor.

Of incalculable help in presenting better books to all groups of readers has been the Gallery fostered by Paul Elder for many years. With the exception of Modern Drama, perhaps, there has been no stress laid on the particular kind of books to be presented. A best seller or a book which links up with a particular department—these are chosen for exploitation, and assuredly sales have been much augmented.

There is a decided trend for more serious reading, for, witness the increased demand for biography, philosophy, and travel. Whether we agree with the author's interpretation or not, does not matter. The main thing is to find such titles and volumes as may have the most provocative appeal, for not even the most wary can know the intellectual measure of the majority of customers. It bolsters up the morale of booksellers to have some little belief, at least, that we may have helped in this tendency of the public to turn to more important books.

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I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

The Western Convention

THE second Convention of the Western Division of the A. B. A. has passed into history; a Convention which gained value and solidity by the common interests of its members and the quality of their leadership. The list of the officers and directors would indicate to anyone who knows bookselling that the affairs of this group will be soundly directed. The Los Angeles Convention, while enjoyable as a gathering, was, like the San Francisco one, a serious business Convention with worth-while talks and discussions. The resolutions, which are printed in this issue, bring up many points of vital trade interest.

It is interesting to observe that they put on record the thought that conventions cannot lay too much emphasis on the social side and they prepared the way for more strictly business meetings at some smaller city like Portland. One Convention resolution called for conventions that would concentrate more definitely on business of direct benefit to dealers with emphasis on group conferences. It was strongly urged that all booksellers in the western area should become members and workers in the American Booksellers' Association. It was recommended that the Association give

continued attention to the need of a consolidated warehouse on the Pacific Coast.

It was resolved that the A. B. A. ought to give up advertising efforts and concentrate on the details of good bookselling, stock control, trade practices and the better handling of the business of bookselling. It was urged that the Code of Ethics, which had been developed by the A. B. A., should be revised and stripped of its verbiage, a perfectly sound recommendation. Booksellers in city groups were urged to consider the local exchange of overstock and cooperation in handling pick-ups, the kind of thing that better acquaintance is sure to bring about. The viciousness of price-cutting was dealt with, and further study called for. The Coast has had reason to fear this constant trade menace.

Suggestions to the publishers included the request for a consideration of freight allowance by zone endorsement, the expression of the opinion that the Publishers' Association might well study methods of packing and wrapping, also standardized catalogs and the use of standard billing forms and accounting methods, as a variance among publishers makes the bookseller's bookkeeping task difficult.

These suggestions form a well-rounded impression of real trade problems, and a reading of the convention discussion will be of value not only to all booksellers but to all who are interested in the common effort to improve American booktrade methods. Leaders of the Pacific Coast Convention should be congratulated on the conducting of so significant a meeting.

A Convention With Ideas

SOMEONE has said that personalities make conventions. Surely the conference of the Western Division of the American Booksellers' Association at Los Angeles again served to throw upon the screen of American bookselling interesting close-ups of certain western booksellers of the older generation and the new—men and women steeped in the ideals and high hopes of their profession. Greater sales, wider margins of profit, careful consideration of economy, larger discounts, business protection—all these and more head the discussions and point the resolutions. Their plain spoken phrases emphasize the frankness and directness

with which these men and women of the West handle their business problems.

And yet across every resolution and every discussion one might write "not to be honored unless measured in terms of the good of all and fair play to each." For any attendant at any meeting might well have heard these words "we've got to play fair, we've got to have ideals" and might well have shaped the immediate and heartfelt response.

Personalities do that. It is unnecessary to single them out. They came from all the areas of the attending West. Their names are known. Their achievements in bookselling are high in the records of the trade. They seek business success in conference and between conferences. But win or lose, one senses that they will keep their pennants of hope and honor flying. One hurries forth to join them in the battle to achieve, to preserve and to defend the methods, the customs and the practices that will bring success to the business and fair play to customers, to competitors and to publishers.

Windows Full of Reminders

IN the opinion of many people in the trade the new technique of remainder handling as conducted by the Harlem Book Company is likely to be a disturbing element in the trade. In the past, remainders have usually been sold through catalog houses or on the counters of bookstores where they were recognized by the public as a clearance of overstock. As they have been displayed on Fifth Avenue, New York, or on the drugstore counters, the public is interpreting these as an evidence of distressing condition in publishing. The main store of this remainder outlet was for six months on Fifth Avenue between Forty-Fourth and Forty-Fifth Streets, within a stone's throw of the great bookstores of Brentano's, Scribner's, Putnam's and Himebaugh & Browne. These display windows were full of recent books selling for one-fifth to one-third of their original price, all fresh stock and fairly desirable items.

Booksellers are justified in feeling that publishers ought to find some outlet for these books less menacing to the established outlets for books at standard prices, and the public is interpreting such displays in

a way that is a disadvantage to the general reputation of the trade. Remainders have always been a problem in the booktrade. Forty years ago the problem became so urgent that it was almost a menace. This seems to be one of the things leading publishers ought to get together about and talk over.

Good Library Practice

TWO new volumes on library practice from the American Library Association will seem especially opportune, "The Library in the School" by Lucile F. Fargo and "Introduction to Cataloging and the Classification of Books" by Margaret Mann. Every book publisher is aware that the market for books to the school library is one of the most rapidly growing outlets today. Some publishers are establishing special departments in competent hands to sell books to school libraries or to see that new books are made to fit special needs. The book by Miss Fargo will supply the publisher with a greatly needed survey of the methods and interests of these libraries, as it describes the character of the library organization, its relations to various departments of the school and the processes by which attendance and circulation are achieved.

Miss Mann's book on cataloging will give to the booktrade the most up-to-date view of the problem of book classification, a problem which touches the production and distribution of books at many points. Miss Mann is Associate Professor of Library Science at the University of Michigan.

The A. B. A. Committee on the Library for the White House has had so many requests from booksellers for copies of the list of Five Hundred Books that it was decided to make an official reprint of the list in an edition of 10,000 copies. About 5,000 of these have already been subscribed for, and the balance are available at the office of the Chairman, Frederic Melcher, 62 West 45th Street, New York City, at \$35 per 1,000, \$20 for 500, \$10 for 250 and \$5 per 100.



Group Meetings

I

Large and Small City Group

Led by Richard G. Montgomery, Jr.

J. K. Gill Co., Portland, Ore.

THE session opened with a key-note speech by VIVIAN P. COOLEY of Meier and Frank Company, Portland, Ore. Miss Cooley stressed particularly the individual note in book advertising and promotion, pointing out the efficacy in stressing the ownership of books rather than the mere reading of them. She mentioned publishers' remainders, national good book week, pre-holiday displays, book fairs, and cooperation with the public library, as being only a few of the many calendar events which have a tendency to increase business. The most signal success of the Meier and Frank Book Department in years was the book fair held in connection with National Book Week. In closing Miss Cooley mentioned the radio idea, saying that her company is so in favor of this that it is considering a co-operative national advertising program. Much discussion followed from the group in general on the subject of book advertising by radio, the entire group being much in favor of the idea. A. M. ROBERTSON of San Francisco spoke on the subject of

"Should Customers Pay the Transportation Charges on Special Orders." The group argued this question pro and con. Chairman Montgomery summed up the main points of discussion as follows:

In our Group Conference, there was urged more vigorous and more individual advertising and promotion methods on the part of booksellers in bookstores and booksellers in separate book departments in department stores; less worry and fuming and fretting about book clubs, and more actual, individual effort to compete with those book clubs in ways of our own. The more collectively we talk about book clubs, the more valuable advertising we give them. The more we get out and dig and find out in our own individual ways how to beat them at their own game—in my opinion, and I think the opinion of most of those who attended the conference, the better results for us.

Another result of our conference was an unqualified endorsement of radio broadcasting, if properly handled; also vigorous adherence to the release dates on new

books. Also, a generous policy regarding returned goods. We know certain individuals who take advantage of our good nature, and keep books longer than they should, but most of us feel that the bookstores that are growing and prospering most have adopted a rather liberal policy.

Another subject was an increase in direct by mail advertising by booksellers. As a matter of fact, direct by mail is one solution of our problems, and it leaves out all waste circulation involved as in newspaper

advertising. Promotion plans, dealer helps, so forth, should all be used and can be used effectively. Catalogs should not be mailed out without a personal letter or card accompanying them. There is far more appeal to a new book list or catalog when there is a personal letter accompanying it.

I think it is regrettable that more of the publishers' representatives did not take part with us in these conferences. All of them were here at great expense, and we depend upon them to give us ideas.

II

Library Group

Led by Albert C. Read

Head of Order Dept. of Los Angeles Public Library

THE booksellers' and librarians' conference, reported here by Lulu L. Littlejohn, head of the Order Department of Pasadena Public Library, was held on Friday morning. A large number of interested librarians of Southern California were in attendance but not a bookseller put in appearance. This put rather a damper on the conference as the meeting was planned for a real discussion of the relations between librarian and bookseller.

Read touched, briefly, on the friendly relations that now exist between bookseller and librarian and he expressed the conviction that the days of the dealer's antagonism toward the library, as an unfair business rival, seemed to be at an end.

EVERETT R. PERRY, librarian of the Los Angeles Public Library, commented on the important point in common between bookseller and librarian—the need of interesting the public in reading.

THEODORA R. BREWITT, of the Long Beach Public Library, spoke on the relations of the library and the local bookseller, saying that the library really served as an unpaid aid to the booksellers, which was not fully realized by them. The library created readers who ultimately became book-buyers, for library publicity directed toward the improvement of reading could not help but develop an interest in book-owning. Dealers should avail themselves more frequently of this aid by directing their customers to the library for assistance in their book selections.

Mrs. Brewitt considered very fairly the problem of purchasing locally. Three demands the local dealer should adequately meet; good discounts, compatible with a fair profit for the dealer, prompt service and efficient business methods.

The wish of the librarian is usually to patronize local dealers but they cannot always afford to buy locally if better discounts could be had elsewhere. Many benefits are derived from local buying, the personal contacts, the active interest usually shown in following up back orders, the advantage to the librarian of buying at close range, and the handling of "rush" orders. Offsetting these, the local bookseller cannot carry a sufficiently large stock to handle the library orders with any real degree of prompt service. To some extent, the libraries can assist the dealer by advance ordering and by notifying him of any titles that the library would be interested in buying later on.

Following Mrs. Brewitt, JOSEPH W. LIPPINCOTT spoke on the relations between the publisher and the library. He quoted from a questionnaire sent to a number of librarians for the purpose of ascertaining their ideas regarding more and better books, quality of service, etc. One librarian complained of over-production in the publishing business, while another felt that there were not enough new books.

To one objection to extensive advance advertising and the impossibility of having the books to meet the immediate demand,

Lippincott expressed the opinion that the libraries were too slow in making their decisions regarding the new books. One librarian reported being dissatisfied with the extensive publication of expensive children's books and inferior series. Another felt that the market was being glutted with popular and cheap biographies and mystery stories. Still another librarian quoted one of her readers, who was carefully selecting biographies, remarking that "there was hardly any fiction that Mother can read, now."

Lippincott was reassuring regarding the book clubs. As a menace, he felt that their day was past and that the bookselling world could now sit back and await the next blow. With the alarming prophecy that eventually librarians would have to read every book that they purchased, he brought his remarks to a close.

In the short time remaining to the conference, such subjects as discounts, dealing with the bookseller as against dealing directly with the publisher, and defective books came up for brief comment.

III

Group Conference on Rare Books

Led by John Howell

of San Francisco

THE conference was opened by John Howell with a discussion which brought out the possibilities of cooperation between booksellers in exchanging rare book items and fighting book-thieves. It was pointed out that librarians and booksellers must be prompt in circu-

lating information about stolen books.

Following the discussion Leon Gelber of San Francisco spoke on Modern First Editions. He named as the most serious difficulties faced by the dealer, the false attitude on the part of the public and collectors and the inaccuracies of bibliographies. The greatest needs are for specialized information and training in fine points, and he stressed the point that the rare book dealer must know his job. He warned against the faked first editions sometimes found in department stores, and followed with a discussion of the excellent training given booksellers in the old shops of England as the ultimate method of overcoming mistakes and curbing faked editions. The confidence of the American public has been killed by inexperienced booksellers.

The conference then went into an open discussion of the high prices of modern firsts, bringing out the influence of the buyer's whim on price, but the feeling was expressed that big books always come to the top in time, as, recently, have "Huckleberry Finn" and "Tom Sawyer." "The Bridge of San Luis Rey" was taken as an example of a recent first, and the opinion expressed that if it is a great book, it will establish itself.

The conference then voted to go on record as advocating the establishment of a training school for second-hand book



A.M. ROBERTSON

LEON
GELBER

dealers, and Gelber presented his own method of self training.

In the ensuing discussion, Ernest Dawson, of Los Angeles, asked whether the limited and signed edition or the regular first would be the ultimate collectors item. Gelber answered that artificial standards had created the limited and signed edition, but that large paper editions had always been in vogue in England and are the valuable editions today. He used the vellum edition of the Gutenberg Bible as an example. A great book on a special locality will stand out only after from twenty to one-hundred years, for our own perspective is dimmed.

A motion by Howell that the A. B. A. get behind the bill now before Congress to authorize the purchase of the Vollbehrr collection of incunabula for the Library of Congress, was seconded and unanimously passed. Sol Sheridan, former secretary to Arthur Flint, suggested that every bookseller and booklover in the country make a direct appeal to his Congressman, and proposed a form letter which might be printed and used by all.

Geraldine Kelly of Dawson's Bookshop talked about "Selling Rare Books by Catalogs."

M. F. McClain, of the University of Oregon Co-operative Bookstore, spoke on the "Personal Letter Campaign with Special Books," pointing out that letters can be short and to the point while delivering a real advertising kick. He also stressed the value of circulars sent with short letters.



THE SHERIFF OF PETALUMA

Harrison Leussler

dillon-
lauritzen
BILTMORE
HOTEL L.A.

Ernest Dawson delivered the final talk, "How and Where to Secure Rare Books." He said that 42% of all buys are made from local sources, private collectors who are often customers and local libraries which are offered for sale. Old English material, first editions and out of the way items are to be

found in English Catalogs which are the source of from 15 to 20% of all American stocks. From reliable houses, shipments sent on approval are very satisfactory. Auctions are especially valuable for rare items, but the bookseller must trust the auctioneer and have the nerve and business acumen to bid what he is willing to pay. He said that newspaper advertising for rare books is ineffective, and closed by emphasizing the value of good bibliographies, among which "American Book Prices Current" is extremely valuable; many do not know that the value of autographs is included in this volume making it a constant tool in this field. He also mentioned DeRicci's "The Book Collector's Guide" as an important reference book.



JUNE CLEVELAND

IV

Children's Book Group

Led by M. F. MacLin

Children's Bookshop, Los Angeles

THE Children's Book Group session opened by Chairman MacLin of the Children's Book Shop, Los Angeles, stating the general plan of the meeting, which was to cover children's books from four fields starting with the original producer, the author, then proceeding to the publisher, the dealer and through the libraries. Eva Leslie of the Los Angeles Public Library spoke first on what her library has been doing to help the stores stimulate sales. She spoke of the plan of cooperation between the booksellers and the club people and the Parent Teachers Associations and the schools and public libraries which has been carried out so successfully in Los Angeles. Grace Moon, author of "Chee Wee" and many other stories, spoke on "Books From the Standpoint of the Author," and was followed by May Massee of Doubleday, Doran who discussed "Children's Books Through the Eyes of the Publisher." Louise Seaman of the Macmillan Company also discussed

children's books from the view-point of the publisher. Polly Ann Scott of the Jones Book Store, Los Angeles, carried the program to its next step by speaking on "Children's Books Through the Eyes of the Dealer." Discussion was conducted on some of the things which are bothering people in book stores, the main difficulty which seemed to be the book clubs. The Chairman suggested that all Children's Book Departments put into effect the excellent plan of the personalized juvenile book service so successfully inaugurated by the J. K. Gill Company in Portland. The moot question of the private circulating library of children's books was discussed thoroughly. The suggestion was made for a Spring Book Week, not to be confused with the Book Week in the fall and not to be handled in the same manner. The date suggested is May 5.

V

Religious Store Group

Led by H. G. Dean

of Los Angeles

Dr. H. C. Buell addressed the group on "The Minister and His Books," and a discussion of the minister's reading problems followed.

The Round Table Discussion was opened by Howard M. Boys who spoke on the question "How do you make short discount books pay the overhead—and a profit?"

He said: "The originator of that question was an optimist. It can be answered in two or three words. We don't do it. We have not tried it. Who does? If there is anyone here who can tell us about this, they will win the everlasting gratitude of those in the book business."

"Selling short discount items requires the same selling effort as in long discount items and your returns are a great deal less. A number of items we do not turn over once a year."

Numerous remarks followed: The Religious Book Club has affected sales of religious books. They sell at wholesale prices. We made a check and found that the Religious Book Club had reduced our sales \$3,000. Some members are resigning from the club. The reason given is that they do not like to have someone else

select their individual reading matter.

At this point the following question was injected into the discussion:—In stocking of short discount books should dealers raise prices?

Following are some of the remarks made by the dealers who were present: On the Kent books, by Scribner's, we have raised the price. We have taken it up with some publishers; we tell them it will not cover our overhead and we will not stock short discount books. We will not stock any item that will not show profit. Some publishers are becoming more liberal as a result.

A motion was made by Mr. P. C. Palmer, seconded by Mr. T. Albert Hooper, that through our General Convention we request the publishers of short discount books to increase their list price to an extent that will enable them to give us 40 per cent discount. Unanimously carried.

VI

Department Store Group

Led by David Newberry

of The Emporium, San Francisco

We only had one Department Store Group Conference because the first meeting was merged with the Large Store Group. It was the unanimous opinion of all there that it was the most profitable session of the whole Convention. We got down to brass tacks and talked on facts and figures, and we came to the conclusion ourselves, and I think that opinion was unanimous, that the buyers would probably buy more and they would make more money if they would stop opposing the general methods the department store enforces in business, and would attempt to understand why these things were being put forth, and to cooperate with them and develop them in such a way that would really make a contribution to our business. One group is going to adopt the unit control system and it seems probable that at least one of the members is going to adopt the section control system, so we felt the meeting was very profitable for us and we hope that at the next convention that it will be possible for there to be more group conferences, where plain business facts can be discussed in a practical way.

Election of Officers

The following officers and members of the Board of Trade of the Western Division of the American Booksellers' Association were unanimously elected at the afternoon session of the Convention, on Saturday, April 26, 1930:

FOR PRESIDENT:

Paul Elder, of the Paul Elder Company, San Francisco, California.

FOR VICE PRESIDENT:

Odo B. Stade, of the Hollywood Book Store, Hollywood, California.

FOR SECRETARY:

Samuel Levinson, of Sacramento, California.

FOR BOARD OF TRADE:

3 year term—Vivian Cooley, of Meier and Frank Company, Portland, Oregon; June Cleveland, Los Angeles, California; T. Albert Hooper of the Deseret Book Company, Salt Lake City, Utah; Charles Hixson, Los Angeles, California.

2 year term—J. E. Erickson, of Lowman and Hanford Company, Seattle, Washington; Holdover members who were members last year and are still members now; Howard M. Boys, of the Methodist Book Concern, San Francisco, California; Ernest Dawson, of Dawson's Book Shop, Los Angeles, California; Richard G. Montgomery, of J. K. Gill Company, Portland, Oregon.

1 year term—Warren A. Baldwin, of J. W. Graham Company, Spokane, Washington; Holdover one year term members from last year: David Newberry, of the Emporium, San Francisco, California; Leslie I. Hood, of A. C. Vroman, Inc., Pasadena, California; Eugene Sommer, of the Sather Gate Book Shop, Berkeley, California.

Alternates—Three alternates to take places on the Board of Trade in case of inability of any others to serve: Leon Gelber, of Gelber, Lilienthal, Inc., of San Francisco, California, John Howell, of the Open Book Shop, San Francisco, California; Herbert F. Brown, of 190 East Colorado Street, Pasadena, California.

Resolutions of the Convention

Presented by David Newberry

I

RESOLVED: That this convention is not only unanimously in favor of the Capper-Kelly Bill to legalize price maintenance, but that it is the conviction of the booksellers here assembled, that a proper consideration for their own good requires that they not only communicate with their Senators and Representatives, but that they induce representative and influential friends and customers to join with them in this effort.

WHEREAS, the numerous manufacturers of talking machines, radios, fountain pens, loose-leaf note books, washing machines, and so forth, have found it entirely feasible and possible to control the re-sale price of their products by means of a contract; and,

WHEREAS, in the case of Irving Pitt vs. Marshall-Field Company, this method of price maintenance was upheld by the Supreme Court and heavy damages awarded;

THEREFORE, BE IT RESOLVED, that it is the opinion of the booksellers here assembled that this contract system offers a possible way out of the price cutting muddle; and

BE IT FURTHER RESOLVED, that it is our will and wish that the Board of Trade and the Executive Secretary of the American Booksellers' Association get in touch

with the Victor, Waterman, and Irving Pitt people and magazine publishers and ascertain the details and methods of the contract system, with information as to the legal status of this method of sale, and as to the history of past litigation on this subject, and convey their findings to the publishers and to the Western Division of the Board of Trade; and

BE IT FURTHER RESOLVED, that we call upon the publishers to take action to protect themselves and us from the price war menace by executing their business in the future on the contract or a similar basis.

II

RESOLVED that it is the opinion of the booksellers here assembled that the National Association of Book Publishers would make increased profit for themselves and earn increased good will of the booksellers if they devoted more time to such functions of a manufacturers' trade association as:

Developing and standardizing lighter, more adequate and cheaper packing and wrapping methods and materials;

Standardizing catalog size and format:

Standardizing billing forms and accounting methods; discounts, trade practices, etc.

III

RESOLVED that this convention endorses the idea of a thorough-going survey of the retail book business by the Harvard School and urges its members to cooperate to the full extent of their possibilities in making facts and figures available. It urges upon the executive officers of the American Booksellers' Association and upon its membership immediate and constant promotion looking to its early achievement.

IV

RESOLVED that this convention urges upon the American Booksellers' Association, the National Association of Book Publishers, and upon individual publishers the consideration of a zone system of freight allowances upon shipments of books to cover differences in freight costs which now impose upon booksellers at a distance an increased and unfair cost of doing business.

V

RESOLVED that this convention of Western Booksellers endorses unqualifiedly the desirability of membership in the American Booksellers' Association and urges upon its own members and all the booksellers in this section, active membership in the national organization.

VI

RESOLVED that it is the sense of this convention that the booksellers should be given regular traveler's discounts on pick-up orders and that Pacific Coast terms on orders should be extended to 2 per cent thirty days, ninety days net.

VII

RESOLVED that this convention urges upon city groups the consideration of a plan and medium for local exchange or sale of overstocked items and of local pick-up of special orders.

VIII

RESOLVED that it is the consensus of opinion of this convention that the Executive Secretary be instructed to work out such plans as he is able for the establishment of a consolidated warehouse on the Pacific Coast for as many publishers as possible, and that he urge consideration and investigation of this plan upon the Executive Officers of the National Association of Book Publishers, and also urge the larger publishers individually to consider the advisability of establishing Coast depositories such as those of the Macmillan Company and Houghton Mifflin Company.

IX

WHEREAS Paul Elder's Book Shop, Vroman's, The Emporium, the Palo Alto Bookshop among others, have been and are using the American Booksellers' Associa-

tion Clearing House Service to their profit and advantage;

THEREFORE, BE IT RESOLVED, that it is the opinion of this convention that those who are not using this service owe it to themselves and to their association to make a serious investigation to determine whether they are not losing money by neglecting to use this service.

X

THE RESOLUTIONS COMMITTEE RECOMMENDS that the convention accept provisionally the present proposed code of ethics but respectfully suggests that the Chairman of the Eastern convention appoint a committee to strip it of its excess piety and verbiage and reduce it to a simple, understandable and practical working code.

XI

RESOLVED that the members of this convention extend a vote of thanks to those individuals and organizations whose interest, enthusiasm, foresight, and untiring effort has made this conference of western booksellers successful in its business considerations and pleasant in its social contacts and gatherings.

XII

RESOLVED that this convention extend a vote of thanks to David Newberry and the members of this committee for the services they have rendered in connection with preparing resolutions for submission to this convention.

XIII

WHEREAS it is the consensus of opinion of this convention that a convention organized like this one and the one in San Francisco, are and have been so ambitious in nature that they have resulted in too great a tax on the resources of the host city and that it would result in more effective work and more practical resolutions if the convention were less developed on the social side, and were concentrated more definitely on the practical purposes of the convention;

NOW THEREFORE BE IT RESOLVED that all future conventions of the Western Division of the American Booksellers' Association be less developed on the social side and be concentrated more definitely on the practical purposes of the convention, with particular emphasis upon group conferences.

XIV

RESOLVED that this convention hopes that an invitation will be received from Portland, Oregon, asking the Western Division of the American Booksellers' Association to hold its convention(on the lines of the previous resolution) next year in that city; and

BE IT FURTHER RESOLVED that if such an invitation is received, that the next convention shall be held at Portland, Oregon.

XV

RESOLVED: that it is the opinion of the booksellers here assembled that publishers of short discount religious books should increase their list price to an extent that will enable them to give a 40 per cent discount to the dealer.

XVI

RESOLVED that it is the consensus of opinion of this convention that the competition of wholesalers and publishers in selling direct to individuals at a discount is unfair, unethical and destructive of retail outlets. We believe that a one price policy to the public should be agreed upon and strictly observed.

XVII

WHEREAS our efforts to develop our own Book-of-the-Month Club have cost us several thousands of dollars, and

WHEREAS our efforts to advertise, like our wealthier competitors, Listerine and Paramount-Lasky Players, have been a failure, therefore

BE IT RESOLVED that it is high time we got down to business and devoted ourselves to the proper activities of a trade association, to wit: The developing of adequate systems of bookkeeping and accounting—of unit stock control, and of trade practices that will enable us to do a better job in our own shops at our own business.

Resolution I Brought Out the Following Discussion:

ODO B. STADE: I have spent considerable time in trying to find out what can be done in regard to rectifying most of our ills. We can do it by one means only and that is getting a fixed price. All must sell at the price indicated on invoice or jacket. The only way by which we can get that is a contract and we can get that contract only if all of the publishers will submit to us a contract such as I will outline to you now. I shall explain to you afterwards the legal nature of such a contract.

The contract ought to read as follows:

"In consideration of One Dollar paid herewith," by such and such, "by a blank to be known as party number one, party of the first part," by blank such and such to be known as "party of the second part, paid herewith; agrees that the party of the first part is to receive books at a stipulated price from the party of the second part, at a discount of forty percent"—or whatever percentage will be put into the contract—"provided that the party of the first part will at all times uphold the price given on jacket or invoice, or both, for a period of nine months on fiction,"—or we can make a year if needs be—"and one year on all other publications."

We cannot in this contract add any penalty—that is not admissible in any contract, as you perhaps know; but the contract ought to be kept as simple as we know how, because if any ambiguous term enters into that contract we give the legal profession something to do.

Now, then, the question has been put to me "Can such a contract be presented by the publishers to the book dealers? Will such a contract do what we aim to do?"—and I retort to that and say it can only be done if everyone comes into this thing; in other words, if the publisher approaches wholesalers such as the America News Company, A. C. McClurg & Co., and others of the same kind of business, and insist that they in turn submit this contract to their individual customers. If that is not done we might just as well save our breath and paper and ink, and so forth.

Now as to the legal aspect of this contract. It can be done, and if you doubt it just go to one of the prominent corporation attorneys and find out about the latest ruling of the United States Supreme Court. We have one decision made on May 22nd, 1927, in the case of Irving Pitt of Massachusetts against Marshall Field of Chicago, and that established a principle. Up to that time such laws as the Sherman Anti-Trust interfered with any such contract; in other words, up to that time it was absolutely illegal for any publisher or manufacturer, wholesaler and dealer to enter into any understanding or contract because it came definitely under the heading of the Sherman Anti-Trust Law and a good many things were thrown out.

However, the Irving Pitt Company would have lost their suit if they hadn't stressed the point that their prices were not "marked" prices but "discount" prices; in other words, that the wholesale price depended on the retail price given and shown in all of their catalogs. That was their main point, that was the point on which they won; in other words, a manufacturer who manufactures an article and who is not selling in retail and shows it in his catalog as on "retail minus discount," he cannot expect to charge the bookseller the market price of the article. Now we know books come under the heading of "retail minus a certain discount," the net discount being in most cases, in very many cases, especially out here on the Coast, inadequate at the present time.

I therefore suggest that we investigate this plan further and obtain such legal advice as is necessary and urge the publishers to do likewise. They have much better means in New York City to get absolute information and have also the opportunity,

due to their connection with Washington, to find out more definitely how such a contract would be considered.

This is all, Mr. Chairman, I have to say on it. I hope I have made myself clear.

A. M. ROBERTSON: I happened to be looking over my magazine department one day and I noticed there *Scribner's*, *Harper's*, *Atlantic* and so forth. I went to the telephone and called up the San Francisco News Company and I said that my sales of magazines had fallen down a great deal and I thought that by cutting the price of magazines I could sell a great many more. They said "What is that? Cut the price? we couldn't supply you." "Why not?" "Well," they said, "the publishers wouldn't supply us if we were supplying you magazines to cut." "Why?" "I don't think we could get them from the publishers." "Well," I said, "if that is the way you feel about it, never mind." I then said, "Well, could you kindly put me on to the book department?" And they passed me over to the book department and I said to the book department, "I was talking to the periodical department just now regarding selling a greater number of Harper's, Scribner's and Atlantic's and so forth at cut prices and they couldn't supply me. How is it I am not allowed to cut the price on Harper's Scribner's or the Atlantic magazines but I can get a Scribner or Harper book from you and cut the price on it? How about that?" And, well he saw it at once—he was a very bright one—and he said, "I will take that up with the publishers." The idea is that they can protect the price of a magazine or anything like that if they want to, but they cannot protect the price of a book."

Now we booksellers of the country, if we once get up on your hind legs and get mad, we can possibly make the publishers feel our opinion sufficiently so that they will find some way of controlling the price. I don't believe there is any question about that. If this method won't work, another one can be developed. I am going to submit a rewriting of this resolution to incorporate the suggestions that have been made.

Resolution II Brought the Following Comment:

David Newberry: We are speeding up our shipments of special orders three days by the following method: we send our special orders and pick-ups on little government mailing cards. I think there are 90% of you here who use the same methods for small orders and pick-ups. We put ten of these mailing cards all addressed as they should be into the post office into an airmail envelope and put a five-cent stamp on, so you see it costs five cents for ten cards, half a cent per card, by airmail. The clearing house boy opens these envelopes, puts the cards into the New York post box and they are delivered that day, and we save three days by using that system.

How They Play at Los Angeles

CELEBRATE, confer, consider, cooperate. These were the objectives of the Western Division Convention. They might well be the four corners of any convention, for the consummation of these four c's of a convention would be a realization of success.

And the Western booksellers celebrated—celebrated a reunion of fellow tradesmen, so that scores of bookmen and women came to know each other better, not alone as business brothers but also as fraternal friends. To celebration was devoted the first evening of the Convention in a fine get-together dinner-dance in the Great

Ball Room, at which the guests were entertained and instructed by Chief Standing Bear, his niece, and their dancing Indian girls, by William S. Hart in his regalia of scout days, and by Jamie Allen with his inimitable Scotch songs.

The great opening luncheon in the Supper Room of the Biltmore had inaugurated the Convention proceedings, and this luncheon consisted of entertainment, education and fellowship with its address of welcome by that fine author, actor, orator, John Steven McGroarty whose cordial greetings were well interpreted in song by Harold Proctor of Los Angeles. John



The Old West Indians and Bill Hart who entertained during the evening program on Wednesday, April 23

Henry Nash, printer extraordinary, Dr. W. D. Sansum (best selling dietitian) John V. A. Weaver, poet interpreter of jazz-talking America—all these added their abilities and talents to the conviviality and cordiality.

And the luncheon on Thursday, April 24, opened with the touching questions of a dean of publishing, John J. Curtis, that woke in all a spirit of common comradeship, that made this luncheon quite properly a program of entertainment mixed with business. Here one heard Carl Moon speak of Indians he had known, Mrs. Lillian Ford talk of the critic and his craft, Dorothy Herzog tell the how of "All Like It Hot," and W. B. Corrigan speak briefly of advertising as a publisher sees it.

Friday's luncheon preserved the same fine mixture of entertainment and business for the usual large group of attending luncheoners. Louise Seaman of Macmillan's told of adventures in bookmaking; Dr. Vance J. Hoyt talked of animal fiction and Upton Sinclair told his amazingly interesting story of publishing. Virginia Stivers Bartlett described the "Romantic Fifties."

Friday afternoon offered divided interests and groups went to visit the famous Huntington Library and Art Gallery, or

took the trip to Culver City and the Beaches, as fancy or desire lured them. Delegates gave Friday evening to the delightful entertainment "Puppet Show and Book Sketch" featuring The Puppeteers of the Club Guignol, which was made available to delegates by the Boys' and Girls' Bookshop and The Children's Book Store of Hollywood and Los Angeles.

Saturday's luncheon maintained the happy union of good entertainment and good conference, for there one listened to Florence Ryerson tell of "Putting Mystery Stories on the Screen," Colin Clements tell of "The Mystery Story as a Game," Marian Spitzer decline to talk on "The Stage and Books," and Señor J. L. Tejada sweeping toward a closer union of book-selling between the Latin-American countries and the United States.

And the closing night—always the climax of Convention—mingled oratory, music, the dance with many reluctant "good-bye's." Monte Blue, toastmaster, Louis Bromfield, Homer Croy, Hugh Lofting, Richard Halliburton, Lieut. John V. Deuel—a fine medley of seriousness, pleasantry and adventure, brought to a close this fine formal swing so effectively and dramatically opened with the presentation of the White House Library.

In and Out of the Corner Office

SOME of the outstanding remarks heard at the Convention by the Corner Office:

"Having ideals constitutes your best business asset"—Eugene Sommer.

"I don't believe man will ever be a real dyed-in-the-wool book buyer"—Joseph Wharton Lippincott.

"If no new books were published for a whole year, it would be a great gain"—Joseph Wharton Lippincott.

"A book has either to make you think, cry or laugh to get over"—Mrs. Jack Valleley.

"We must do things, we must get results"—O. B. Stade.

"Advertising such as we have today in our local papers is an absolute fizzle"—Richard G. Montgomery.

"The strength of our Association is essential to effective work in the promotion of our business and meeting its problems"—Paul Elder.

"A book review page is not entertainment"—W. B. Corrigan.



W. B. Corrigan of Morrow and Company, flew from New York to the Convention.

analyze his problems and not be afraid to fight for what he wants when he is sure he is entitled to it."—David Newberry.

"They can protect the price of a magazine, but they cannot protect the price of a book"—A. M. Robertson.

"Don't forget 'Mr. Net Profit.' Those who are generous with their ideas and pass them on to the rest of us do all of us a very signal service"—Vivian Cooley.

"If the bookseller is to survive and prosper, he must

Thomas R. Coward, president of Coward - McCann, arrived home April 30 on the Paris from a two months trip to England and the Continent. He brought with him Siegfried Sassoon's "The Diary of an Infantry Officer" which Coward-McCann will publish in the fall. ❀ ❀ ❀

Mary Dahlberg and Duffield and Company were hosts to a party of New York editors last Tuesday. The party was given aboard a large amphibian which left the city from the Yacht Club at 42nd Street for a delightful flight over the metropolitan area. Miss Dahlberg, whose novel "Dagger" has just been published by Duffield, is herself an experienced pilot, and was recently invited by Fokker to be the woman member in the International bobsled handicap at St. Moritz. ❀ ❀ ❀

Among the speakers at the next meeting of the Woman's National Book Association at the New National Arts Club, 119 East 19th Street, on the evening of May 20th, will be John Macy, author of "About Women" recently published by Morrow, Henry A. Schroeder, co-author of "Shirt-Tail & Pigtail" published by Minton-Balch and Henry and Sylvia Lieferant whose "Doctor's Wives" was just issued by Little, Brown. ❀ ❀ ❀

George Novack, until recently with Doubleday, Doran Book Advertising, is now advertising manager of E. P. Dutton & Company. ❀ ❀ ❀

Paul Claudel, French Ambassador to the United States, has taken leave to attend the première of the lyric opera for which he wrote the libretto, to be given in Berlin-

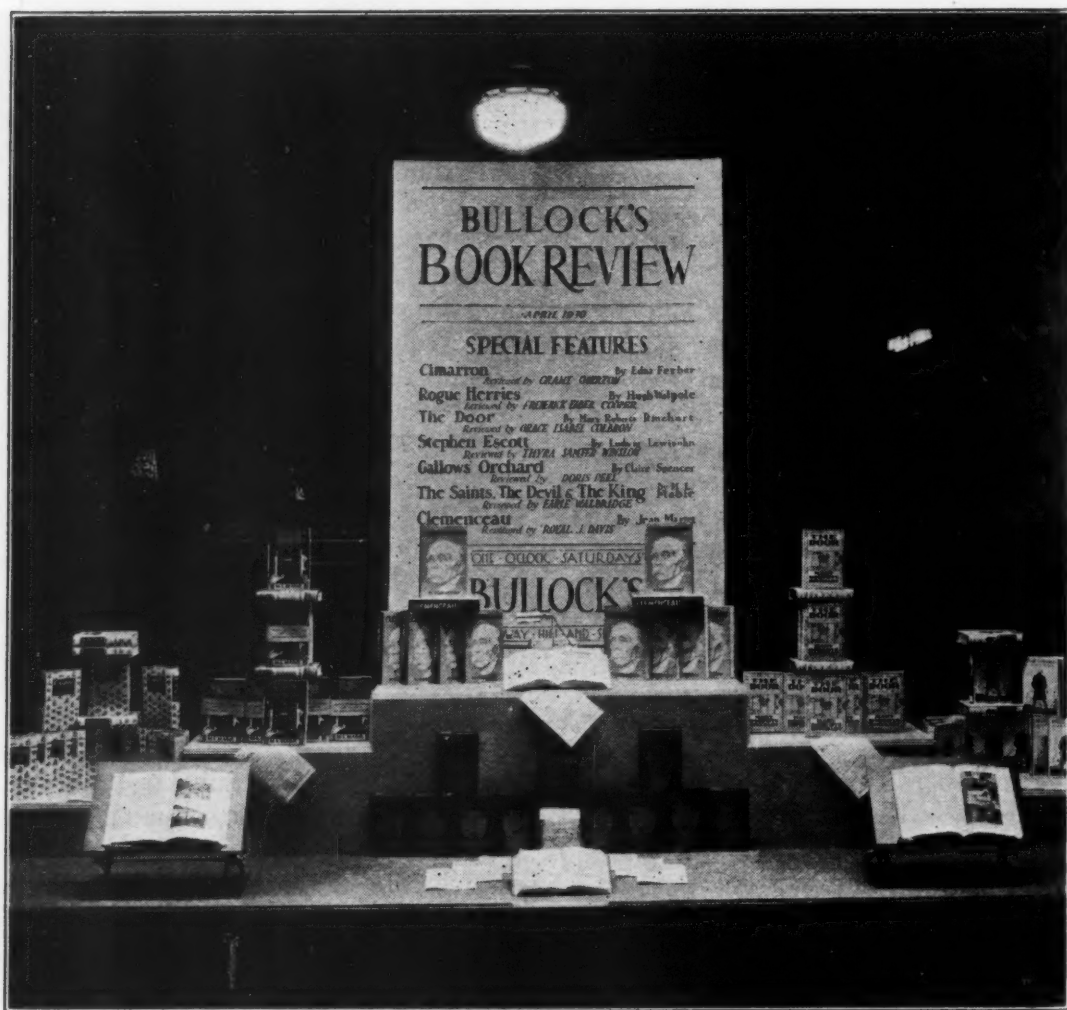


Pat Hunt of Pat Hunt's Book Shop in Hollywood, one of the booksellers at the Los Angeles Convention

on May 10th. The music was written by Darius Milhaud, the French composer, who was an attaché at the French Embassy in Rio de Janeiro while Claudel was Chargé d'Affaires. ❀ ❀ ❀

The Hampshire Bookshop is printing a limited edition of "Emily Dickinson: A Bibliography" in connection with its observance of the hundredth anniversary of the birth of the poet. Miss Dodd, the manager of the business, has made this occasion a memorable one at Northampton, crystallized by a public meeting with addresses by Madame Bianchi, niece of the poet, and MacGregor Jenkins, author of the newly published book, "Emily Dickinson: Friend and Neighbor." Among other

guests from the book world who attended the dinner that preceded the lecture were Herbert F. Jenkins of Little, Brown & Company, the publishing house who first published her poems, Alfred Leete Hampson, compiler of the bibliography, Harry Hansen, literary editor of the New York *World*, May Lamberton Becker of the *Saturday Review of Literature*, R. N. Linscott and Ferris Greenslet of Houghton Mifflin Company, publishers of the Dickinson letters, Mr. and Mrs. Carl Purington Rollins of the Yale University Press, William Cook, editor of the Springfield Republican, the newspaper which printed Miss Dickinson's first poem in 1866. ❀ ❀ ❀



During Convention Week, Bullock's, whose book department is so successfully presided over by June Cleveland, made a colorful display of their Book Review, the house organ prepared for them by Publishers' Weekly office

English Booktrade News

From Our London Correspondent

Death of Mr. Crocket

WE are very sorry to have to report the death of J. H. Crocket. He had been seriously ill for many months. We knew Mr. Crocket intimately, and he was not only a very good publisher, but, as many readers in the *Publishers' Weekly* will recall, he was a very good fellow, of the highest possible character, and the nicest possible manner. He will be missed by a wide circle of friends. He began as a bookseller's assistant in an Edinburgh firm, and later came to London to another bookshop. Then, for a time, he had experience in an exporting book house, eventually going to Lane's, as a country traveler. He was with Lane's for 30 years, and while he was on the road, he represented both the Bodley Head, and Putnam's London House on the continent. When the Lane firm became a limited company, Mr. Crocket was appointed a director, and on the death of John Lane in 1925, Mr. Crocket was appointed vice-chairman. Mr. Crocket had many friends in America, having made many journeys there.

Mr. Swinnerton on "First Novels"

Frank Swinnerton on new books, and in a recent article in the London "Evening News" wrote: "Publishers never shrink from first novels, because they are always looking for the 'sellers' of 1940, and because they never forget that the greatest of novelists were once beginners. Mr. Wells, Mr. Bennett, and Mr. Galsworthy long ago had just the same ambition as the youngest novelist of our own rising generation . . . while authors and publishers care greatly for first novels, the public is not, on the whole, very much interested in them. There are exceptions, but in general the public prefers to wait until the dew is off the young novelist."

"This is wrong. It is unjust. Is it natural? I think it is. For it cannot be denied that first novels have faults. The best fault a novel can have, indeed, is immaturity. The worst is pretentiousness.

In between these faults lies a mechanical competence."

How's Things?

This was the greeting of a friend, says a writer in Hodder & Stoughton's *Study Chair*. He meant, "How's business in the book line?" "Very good," I replied. There are more readers than ever before. More books are being bought, more books are being borrowed—and the usual amount of forgetting to return between friends. A friend in the closest possible touch with men and books, and the selling of books, is emphatic that there never was a better market for worth-while books—and his personal knowledge happens to cover practically every depressed area in England.

Publishing

"It will cost publishers between £50,000 and £100,000 a year to run a co-operative advertising scheme," declared Sir William Crawford at a meeting of publishers. "The publisher," he said, "is too self-centered. He confines himself to his own interests, and forgets the potential buyer. Book advertisements in print are dull, uninspired, and not worth reading. By co-operative advertising and sectionalization, special campaigns could be run on every phase of publishing. The booksellers could simultaneously be induced to have special window displays." Stanley Unwin, said the speaker, has been preaching to the converted. It was the biggest firms which needed conversion. There was scarcely any limit to the possibilities of the advertising of books. The speaker did not think there were twenty-five publishers with a turnover of over £50,000 a year.

Book Associations

W. A. Foyle, member of the firm of W. & G. Foyle, says: Book advertising has come in for some hard knocks. Publicity experts, who have performed wonders in selling jams and jumpers, have even been known to say that the publishers are behind the times in their sales promotion methods.

The publishers have replied that the expert is talking—literally—without the book. The squabble has died down momentarily; but it will rise again. Now, in spite of the backwardness of the trade in sales promotion, more books are being sold than ever before. Recently we are able to note a 25 per cent. increase in our trade over a year ago. Our Christmas trade last year reached record figures. Again, the new novel is not supposed to be a very salable line; two or three years ago I found it profitable to buy, at the most, only two or three copies of the average novel, and most of them I couldn't stock at all. Today I have to hold good stocks of practically every novel that is issued.

Wholesale Stationers

We are interested in learning that

Sydney T. Spalding, of Spalding & Hodge, who is so well known among publishers, has become chairman of the National Association of Wholesale Stationers and Papers Merchants.

Some Best Sellers

"Rogue Herries," by Hugh Walpole; "The Woman of Andros," by Thornton Wilder; "Abraham Lincoln," by Emil Ludwig; "Richelieu," by Hilaire Belloc; "Her Privates We"; "The Other Woman," by Viña Delmar; "A True Story," by Stephen Hudson; "The Secret of the Creek," by Victor Bridges; "Exiles," by Warwick Deeping; "Escape," by Francesco Fausto Nitti; "Et Cetera," by Augustine Birrell; and "The Gentleman of the Parlour," by W. Somerset Maugham.

New York Convention Will Open May 19th at Hotel Pennsylvania

Strictly Business

MONDAY MORNING: Registering of Convention Delegates. **MONDAY AFTERNOON:** Reports of the President, Board of Trade, Treasurer, Executive Secretary, and message from the National Association of Book Publishers and Reports from the Board of Trade and Executive Secretary on the activities of the last year, with suggestions for a program of activities for 1930-31.

TUESDAY MORNING: A General Trade Forum. Booksellers and publishers will discuss their problems with view of effecting a better working basis between the two groups. The idea for this forum has been gone over in detail with a committee appointed by the Publishers' Association. That committee was appointed after numerous conferences with Edward S. Mills, President of the N. A. B. P. and a committee of the Board of Trade, and from it has come a joint board of publishers and booksellers, which will start its meetings in June of this year, and will meet regularly in order to discuss, analyze, and endeavor to point out solutions of the problems of the trade as they occur. The general trade forum of Tuesday morning

should provide a great deal of useful material for this board.

TUESDAY AFTERNOON: Censorship Forum with John S. Sumner, Secretary of the N. Y. Society for the Suppression of Vice; H. V. Kaltenborn, formerly Associate Editor, Brooklyn *Daily Eagle*, and author of "We Look At The World"; Mary Ware Dennett, author of "The Sex Side of Life" and "Who's Obscene"; and Morris L. Ernst, attorney. This will be broadcast through radio station WABC, and will start promptly at 1:30. At 3:00, buses leave for Curtiss Field.

WEDNESDAY: Round Table conferences under the following chairmen of the various groups: Large City Bookstore Group, *Cedric R. Crowell*; Small City Bookstore Group, *Robert C. Saltmarsh*; Department Store Group, *Frank L. Magel*; Religious Bookstore Group, *Harry F. Keiser* and College Bookstore Group, *Paul B. Hartenstein*.

THURSDAY MORNING: Executive Session, Round Table Chairmen will report.

Announcement of the elections to the Honorary Fellowship; the Resolutions Committee will then call to the attention

of the Convention the problems upon which the Convention must make its decisions through the passing or rejecting of the resolutions. This committee is composed of Simon L. Nye, Chairman; Alfred Carhart, Charles K. Jackson, and Eugene L. Herr; Election of officers for the Association.

THURSDAY EVENING: Thirtieth Annual Banquet that evening.

Convention Entertainment

TUESDAY AFTERNOON: American Booksellers' Association goes to Curtiss Field, at Valley Stream, L. I., to meet a number of prominent fliers. Members of the Association who wish to may fly in the Curtiss planes. This feature is provided by the Bobbs-Merrill Company and Erwin R. Franklyn, author of "Take-Off."

From Curtiss Field, the convention will go to Coney Island, where tickets will be provided for a trip through the world-famous Steeplechase. Steeplechase probably provides more hilarious entertainment than any other amusement park.

WEDNESDAY EVENING: is the Bal du Livre at the hotel. It is hoped that the members will come in costumes of book characters, but it is not necessary. Prizes will be given for the costumes most accurately portraying characters. At midnight, a buffet supper will be served.

THURSDAY EVENING: Annual Banquet in the Grand Ballroom of the Pennsylvania. J. P. McEvoy, author and playwright, will act as Toastmaster, and speakers will be: Mary L. Jobe Akeley, of the American Museum of Natural History, whose exploits in big game hunting are well known; Floyd Gibbons, author and lately announcer of current events via the radio; Count Felix Von Luckner, who will not tear a telephone book that evening; Ellery Walter, who so charmed the Western Division Banquet last year; and Charles A. Beard, editor of "Whither Mankind" and "Toward Civilization."

The Banquet is starting at 7:00 in order that these speakers may each have a few minutes to entertain the guests, and that dancing may start at 9:00. The orchestra will play until 3:00 of the following morning.

All of the dance programs will be well

balanced with old waltzes and some music that is more gentle than jazz.

The Entertainment Committee consists of Frank L. Magel, Convention Chairman; Noble A. Cathcart, and John Macrae, Jr. The Reception Committee consists of the following: William McKeachie, Chairman; Babette Liveright, Eileen Murphy, Jane Terrill, Martha Stokes, Adam Burger, August Gehrs, Frank Henry and Eugene Reynal.

Booksellers Again Ballot for Honorary Fellowship

TEN years ago at the Philadelphia convention, the American Booksellers' Association began its happy custom of electing members for an Honorary Fellowship, a group within a group which should be without officers or special meetings but should supply an opportunity to honor those who have made outstanding contributions to the profession of bookselling in America. Each year a ballot goes to all members of the Association, and those who receive the three highest votes are added to the roll of honor. The headquarters of the A. B. A. are sending out on May 1st the official ballot for the year, and votes must be returned to reach New York not later than May 15th. The list of nominees on the ballot is as follows:

From the field of general bookselling, Isaac R. Webber, Vice President of Lauriat's Bookstore, Boston, Theron Cooper of the Walden Book Shops, Chicago, Frank Clough of the Fred Harvey Book Shops, Kansas City, Chicago and Santa Fe, Alice Steinlein, proprietor of the Greenwood Bookshop, Wilmington, George Swift, manager of Brentano's, Washington; from the field of department store bookselling, Anna Morris, manager of the book department, J. L. Hudson Company, Detroit, Ralph Henry, manager of the book department, Carson Pirie, Scott Company, Chicago, Frank Magel, manager of the Syndicate Trading Company, New York; three names from the rare book field, Ernest Dawson, Dawson's Book Shop, Los Angeles, John Howell, Post Street, San Francisco, Theodore E. Schulte, Schulte's Bookstore, Inc., New York; college bookstore manager, Fred H. Tracht, University of Chicago Bookstore, Chicago.

Changes in Price

ALFRED A. KNOFF, Inc.
 "Saturday to Monday," by Newman Levy and John Held, jr., has been changed from \$1.50 to \$1.35.
 COVICI, FRIEDE, Inc.
 "My Thirty Years' War," by Margaret Anderson, from \$5.00 to \$4.00.
 CHARLES SCRIBNER'S SONS
 "Father and Son," by Gosse, from \$2.00 to \$2.50.
 "Monk and the Dancer," by Smith, from \$2.00 to \$2.50.
 "Turquoise Cup," by Smith, from \$2.00 to \$2.50.
 D. APPLETON & COMPANY
 "Nancy's Lone Girl Scouts," by Jean Henry Large, reduced from \$2.00 to \$1.50.
 SIMON AND SCHUSTER, Inc.
 "Wolf Solent," 1-volume edition, published on April 24 and originally priced at \$3.00, has been changed to \$4.00.

Scribner Will Aids Princeton Press

WHEN the will of Charles Scribner, who died suddenly at his home, April 19th, was filed for probate, in New York, it was revealed that his estate with the exception of \$50,000 for the Princeton University Press and \$10,000 for Skidmore College will go to his immediate family. Scribner was graduated from Princeton in 1875, and was the organizer of the University Press in 1905, which he provided with a well equipped building some years later.

Russell, Lang Have Golden Anniversary

RUSSELL, LANG & COMPANY, LTD., of Winnipeg, are celebrating the 50th anniversary of their business which was founded on May 1, 1880, by an enthusiastic college graduate, W. D. Russell, now retired and living in Los Angeles.

This shop is the largest book outlet in Western Canada and known throughout the continent. The shop does both wholesale and retail business and serves schools and colleges throughout the section, carrying a stock of over 100,000 volumes and a strong representation always of the standard classics. The firm's mail order catalog has always been a feature of its business and is distributed over a circularization of forty to fifty thousand copies. The rental library is another active feature of the store which has a membership of 6,000. There are three branches in Winnipeg and branches also in Brandon and Regina.

The firm is having special observation of this celebration, and the president of the company, Lisgar L. Lang, has been with the business since 1881.

Book Club Changes Hands

THE JUNIOR BOOK CLUB, organized two years ago by Anne Haight in her capacity as chairman of the Committee of the Junior League of New York, has been transferred as far as business management goes to the shop of Mrs. Kimball and Mrs. Payson at 23 East 63rd Street, a shop known as Young Books, Inc. Mrs. Haight still directs the compilation of the book lists. Mrs. Kimball takes the place on the reading committee of Louise Seaman, who has been assisting since the club was organized. This club offers each month one book and an alternative for three age groups, the pre-school age, seven to ten age, eleven to fourteen age. The selection is not restricted to current books but intends to give a balanced diet throughout the entire year.

New York Vice Society Prosecuted 47 Last Year

THE annual report of the New York Society for the Suppression of Vice, issued last week, declared that the organization had secured the prosecution of forty-seven persons and the conviction of twenty-nine, during 1929. Those convicted were sent to jail for a total of five years and nine months, and fines totaling \$2,325 were imposed as a result of the Society's activity. It caused the destruction of 3,342 pounds of book and sheet stock, 2,874 obscene pictures and postcards, five films, 321 plates for printing books, 804 articles of immoral use and 23,752 circulars and catalogs.

The greatest concern of Rev. Anson P. Atterbury, president, is with indecent books and magazines. He says:

"The barriers of social convention concerning decency are being broken and they soon will be completely destroyed unless such efforts as those of this society and other like organizations are sustained. This city of New York, sadly enough, is the great center of distribution for our whole country."

The Weekly Record

Describes and Indexes the New Books of All Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

WHILE stock exchange prices waver and go down, business is the featured subject of this week's books. "King Mob" by *Notch* is a protest against all the trends of modern business, high-pressure salesmanship, advertising which appeals to the mob spirit, etc. It is written in non-technical and amusing fashion. Volumes by *Crossley* and *Ramsay* deal in different ways with the marketing of products. Two aspects of the supreme trend in American business, mergers, are treated in books by *Murphy* and *Basset*. A guide book for speculators in the market is by *Williams*.

Reprints of various sorts are prominent. In the Star Series are six books at a dollar, that were all extremely popular at higher prices, a year or more ago. See *Asbury*, *Josephson*, *Lewis*, *Lowell*, *Seldes*, and *Thomas*. In the annual *Week-End Library* is a feast of reading. The perennial Decameron of *Boccaccio* is issued in a fine new edition. The memoirs of the Comte de Gramont by *Hamilton*, a source book for court life in the reign of Charles II appear in a well-made volume.

Two timely topics are the Passion Play and polar exploration. New books on the former are by *Moses* and *Swift*. There is a straightforward narrative of Antarctic exploration telling of the expeditions of all the great explorers to the south polar regions by *Hayward*. Similar to it, but including accounts of North Pole expeditions as well is a new edition of "Heroes of the Farthest North and Farthest South" by

Maclean and *Fraser*. Closely related to arctic and antarctic adventure is adventure in the air. The young man who won the Hindenburg prize last year tells how he flew alone around the world, alone, except for his cat, Felix. "Adventurers of the Air" by *Chatterton* is a thriller for boys.

Other juveniles of the week are "Green Magic," a well illustrated and informative book on plant life and "Under the Pig-Nut Tree," a story for very young readers, the first in a series of four nature books by *Berta* and *Elmer Hader*.

A biography that is more than a biography, also a commentary upon modern attitudes in America and a plea for better racial understanding is "The Invincible Jew," a life of Paul, by *Harford Powel, Jr.*

There are some notable books of criticism and belles lettres, this week. *Matthew Josephson*, whose "Zola" also appears in the Star Series, contributes the story of America's literary expatriates in his "Portrait of the Artist as American." "Beauty" by *Helen Huss Parkhurst*, Assistant Professor of Philosophy at Barnard College, is an important contribution to aesthetics. *Rica Brenner* writes biographical and critical chapters on the ten modern poets most interesting to young people, including Robert Frost, Edna St. Vincent Millay and Carl Sandburg. An anthology of love and death in poetry is compiled by *Curtiss*. All the books mentioned in this paragraph are published by Harcourt, Brace.

THIS list aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

The Weekly Record of May 10, 1930

Adams, Charles True

Contract bridge at sight. no p. T c. '30
Chic., Bruce-Rogers, 612 N. Michigan Ave.
flex. fab. \$1

The essentials of contract bridge in a simplified and convenient form.

Adams, Evangeline Smith

Astrology, your place among the stars.
540p. O c. N. Y., Dodd, Mead \$5

The principles of astrology explained. The volume includes the horoscopes of one hundred famous people.

Aldington, Richard

Love and the Luxembourg [lim. ed.]. 53p.
O c. N. Y., Covici, Friede \$10, bxd.

A poet's story of love. This edition is signed by the author and the designer, Frederic Warde.

Amulree, Lord

Industrial arbitration in Great Britain.
243p. (bibl. footnotes) front. O '29 [N. Y.],
Oxford \$4.50

These facts were collected by the author during the time he was actively engaged as a single arbitrator and conciliator, as a member of various tribunals and as president of the Industrial Court.

Andrews, Harry D.

Citizenship; a course of study for Americans wishing to become better citizens, or for those teaching aliens in preparation for the federal citizenship examination for citizenship certificates. 106p. S [c. '30] Cin., Author, 15 E. McMicken St. \$1

Arthur, Timothy Shay, jr.

Ten nights without a barroom. 199p. D c.
Ind., Bell Pub. Co., 2457 E. Washington St. \$2
A novel that pictures conditions since the coming of prohibition.

Asbury, Herbert

The gangs of New York; an informal history of the underworld. 418p. (bibl.) il. O (Star b'ks) [c. '27, '28] Garden City, N. Y., Garden City Pub. Co. \$1

Ash, Sholom

Sabbatai zevi. 131p. il. '30 Phil., Jewish Pub. Soc. \$1.50

Baha, Abdul

Bahai peace program. 50p. O '30 N. Y., Baha'i Pub. Committee, P. O. Box 348, Grand Central Sta. \$1.50; pap., 50 c.

Basset, William Rupert, and Heywood, John-son

Operating aspects of industrial mergers. 214p. D c. N. Y., Harper \$3

Basic facts about mergers in the industrial and merchandising fields with particular attention given to the economic factors which determine whether a merger is economically sound, and to the problem of promotion and operation.

Bayley, William Shirley

Guide to the study of non-metallic mineral products; except building stones. 546p. (bibl. footnotes) il. maps. diagrs. O [c. '30] N. Y., Holt \$4

Designed for a one semester course.

Beaconsfield, Benjamin Disraeli, 1st earl of

Sybil, or, The two nations. 476p. il. T (Caravan lib.) '30 N. Y., Macmillan \$1.40

Blasco Ibañez, Vicente

The knight of the Virgin; tr. by Arthur Livingston. 305p. D [c. '30] N. Y., Dutton \$2.50
A novelized biography of Alonso de Odjeda, one of the most dashing and picturesque conquerors of Central America.

Blomberg, A. M. von

Light on the true Shakespeare. 138p. (bibl. footnotes) il. O [c. '30] Bost., Christopher Pub. House \$2.50
On the Bacon-Shakespeare controversy.

Boccaccio, Giovanni

The decameron; tr. by Richard Aldington; il. by Jean de Bosschère; 2 v. [lim. ed.]. 349p.; 342p.; il. (pt. col.) O c. N. Y., Covici, Friede \$35, bxd.
A new translation.

Bolton, Mother

The spiritual way; bks. 1-4. various p. il. (col.) S '30 Yonkers, N. Y., World B'k 48 c.; 52 c.; 56 c.; 72 c.

Booth, Charles G.

Gold bullets. 312p. D (Popular copyrights) [c. '29] [N. Y., Grosset] 75 c.

Bordeaux, Henry

Which was the greater love? (Le Calvaire de Cimiez—a story of the French Riviera); tr. by William W. Smithers. 238p. D c. Spring Lake, N. J., Como Pub. Co., 1309 - 3rd Ave. pap. \$1.25

This novel of a girl, claimed by both her foster-mother and her real mother is prefaced with a biographical introduction by Lucien Descaves.

Borgmann, Rev. Henry

Libica; a liturgical, biblical, catechetical summary of the Catholic religion. 234p. (bibls.) D c. Balt., John Murphy Co. \$1

Adams, W. S., and others

The radial velocities of seven hundred and forty-one stars. 30p. O (Contribs. from Mt. Wilson Observatory, no. 387) '29 Wash., D. C., Carnegie Inst. pap. apply

Anderson, J. A., and Porter, Russell W.

Ronchi's method of optical testing. 7p. il., diagrs. O (Contribs. from Mt. Wilson Observatory, no. 386) '29 Wash., D. C., Carnegie Inst. pap. apply

Barrows, William Morton

Laboratory exercises in zoology; a practical student's manual for classes in animal biology. 110p. il. D '30 Yonkers, N. Y., World B'k. 84 c.

Besredka, Alexandre

Immunity in infectious diseases. 371p. O '30 Balt., Williams & Wilkins \$5

Bower, Ward T.

Salmon, an economical and valuable food. 19p. (bibl.) il. (Bur. of Fisheries, economic circular 69) '29 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 10 c.

Brenner, Rica

Ten modern poets. 290p. (bibls.) il. (pors.)
D [c.'30] N. Y., Harcourt \$2.50

Biographical and critical essays, for young people, on Robert Frost, Amy Lowell, Edna St. Vincent Millay, Edwin Arlington Robinson, Carl Sandburg, Walter De La Mare, A. E. Housman, Rudyard Kipling, John Masefield, and Alfred Noyes.

Brown, Alva Ross

Our Lord's most sublime words; an analytical and devotional treatment of the Seventeenth Chapter of the Gospel according to John. 191p. front. (por.) S. c. [Kimberlin Heights, Tenn., Johnson Bible College] \$1.25

Burlingame, Anne Elizabeth

Condorcet, the torch bearer of the French Revolution. 249p. D [c.'30] Bost., Stratford \$2.50

A biography, with two chapters summarizing Condorcet's theory of education and another on his ideas expressed in his "Esquisse and Fragments."

Byron, George Gordon Noël Byron, 6th baron

Seventeen letters of George Noel Gordon, Lord Byron, to an unknown lady, 1811-1817; ed. by Walter Edwin Peck [lim. ed.]. 50p. Q '30 N. Y., Covici, Friede bds. \$7.50, bxd.

The text is from the suppressed "Unpublished Letters of Lord Byron," edited by H. S. Schultess-Young, London, 1872.

Calhoun, John William, and others

Algebra, for junior and senior high schools. 496p. diags. D [c.'30] Richmond, Va., Johnson Pub. Co. fab. \$1.40

Campbell, Robert F., D.D.

Freedom from restraint. 207p. D (James Sprunt lectures, 1930) [c.'30] N. Y., Revell \$1.75

Lectures on the biblical doctrine of freedom applied to modern conduct and thought, which were delivered at the Union Theological Seminary, Richmond, Va.

Carpenter, William Seal

The development of American political thought. 197p. (bibl. footnotes) O c. Princeton, N. J., Princeton \$2

The author is associate professor of politics in Princeton University.

Chaire, Somerset de

The impending storm. 146p. maps D c. N. Y., Richard R. Smith \$1.50

The eighteen year old son of the Governor of New South Wales surveys international affairs with a warning as to the present peace.

Chatterton, Edward Keble

Adventurers of the air. 256p. il. (pt. col.) D c. Phil., Lippincott \$1.75

A boy's story of adventure in the air—the desperate race to India of the "Atalanta" with the "Illinois," owned by a gang of international crooks.

Clark, Muriel

Long ago in Galilee; stories that may be true. 108p. front. D [n. d.] N. Y., Revell \$1.50

Stories of boys and girls who knew Jesus.

Como, Rev. John Freeman

In the light of the supernatural, or, Some difficulties in Christian theology removed. 69p. D [c.'30] Bost., Christopher Pub. House \$1.25

An attempt to answer some of the questions which confuse religious thinkers.

Coons, Arthur Gardiner

The foreign public debt of China. 262p. (5p. bibl.) O c. Phil., Univ. of Pa. Press \$3

A discussion of China's debts contracted by former governments and her present ability to pay them.

Cooper, John W., and Appleyard, F. N.

A course in practical pharmacy. 155p. il. diags. D '30 N. Y., Pitman \$2.25

Copy 1930; stories, plays, poems and essays; introd. by Glen H. Mullin. 361p. D c. N. Y., Appleton \$2

Selected by a committee of well-known authors and editors from the published work of students in the special courses in writing, University Extension, Columbia University.

Coulton, George Gordon, ed. and tr.

Life in the Middle Ages; v. 4, Monks, friars and nuns. 409p. il. D (Cambridge anthologies) '30 N. Y., Macmillan \$4

Cowan, Edwina Abbott and Carlson, Avis D.

Bringing up your child; a practical manual; introd. by Arthur Dean. 296p. O [c.'30] N. Y., Duffield \$2.50

Child training based on the theory of "conditioned responses."

Cowan, Edwina Abbott, and Thornborough,

Laura, pseud. [Laura Thornburgh]

The psychologist keeps house. 223p. D c. Minn., Midwest Co. \$2

Guiding home life by psychological principles.

Crossley, Archibald M.

Watch your selling dollar! 377p. map. diags. (col.) O [c.'30] N. Y., B. C. Forbes Pub. Co. \$3.50

A consideration of modern requirements in marketing.

Curtis, Alice Turner [Mrs. Irving Curtis]

A Yankee girl at Richmond; il. by Hattie Longstreet Price. 219p. D (Yankee girl b'ks) [c.'30] Phil., Penn \$1.50

Curtiss, Mina, comp.

Olive, cypress and palm; an anthology of love and death. 313p. D [c.'30] N. Y., Harcourt \$2.50

A collection of poems on death by English and American writers up to the mid-19th century.

Cattell, Henry W., ed.

International clinics; fortieth series; v. 1. 309p. O '30 Phil., Lippincott \$3

Chapman, Katharine Linder

The Golden Age; a dramatic dance pageant of mythology; for the Physical education handbook. 44p. il., diags. O (Pageants with a purpose) c. N. Y., A. S. Barnes pap. 75 c.

Clark, Marjorie Ruth

A history of the French labor movement, 1910-1928. 174p. (7p. bibl.) Q (Univ. of Cal. pub'ns. in

economics, v. 8, no. 1) '30 Berkeley, Cal., Univ. of Cal. Press pap. \$2

College base ball guide 1930; containing the official rules as recommended by the Rules Committee of the National Collegiate Athletic Association. 182p. il., diagr. S (Spalding's athletic lib., no. 130 R) c. '30 N. Y., Amer. Sports Pub. Co. pap. 25 c.

De Bardeleben, Mary

Great souls at prayer. 49p. D c. Nashville, Tenn., Cokesbury Press pap. 25 c.

Deeth, L. Sandra

Desert dwellers; poems. 192p. il. (col. front.) D c. Los Angeles, Wetzel Pub. Co. \$3

Droke, Maxwell

Credit; the magic coin of commerce. 205p. il. O [c.'30] Ind., Business Letter Inst.

bds. \$3.50

A discussion of credit policies, methods of collection and collection letters.

Eaton, Howard O.

The Austrian philosophy of values. 380p. (3p. bibl.) il. (pors.) diagr. O c. Norman, Okla., Univ. of Okla. Press \$5

A presentation of the theories of the great Austrian philosophers showing them for the first time to be harmonious instead of conflicting.

Edwards, Frederick

The natural year: April. 72p. D [c.'30] N. Y., J. T. White, 70 5th Ave. fab. \$1.50

One of a series of twelve volumes of poetry for each month of the year.

Einzig, Paul

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A poem.

Ellinger, Esther Parker

Thomas Chatterton, the marvelous boy; to which is added The exhibition; a personal satire. 75p. (bibl. notes) il. O c. Phil., Univ. of Pa. Press \$2

A biographical essay on the 18th century English poet.

Elliott, William Anderson

D.D.'s for ministers. 147p. D [c.'30] Phil., Judson Press \$1.50

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Famous sporting prints; 4. Boxing. 8p. il.

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The Yorkshire moorland murder. 279p. D c. N. Y., Knopf \$2

What took Dr. Essenheim, a noted American book-collector to the lonely little Yorkshire village, where he was found murdered?

Fox, Ethel

Bible primer, for the tiny tots. 109p. il. D c. N. Y., Bloch Pub Co. 60 c.

Frazer, James George

The devil's advocate; a plea for superstition; 2nd ed., rev. and enl. of Psyche's task; to which is added The scope of social anthropology. 197p. O '30 N. Y., Macmillan \$2.75

Ginther, Mary Pemberton [Mrs. Willis A. Heyler]

The thirteenth spoon; a mystery story for girls. 308p. D [c.'30] Phil., Macrae, Smith \$1.75

Through Carol's daring and wit the valuable Apostle spoons and Watteau fan, which had been stolen from her employer, were recovered.

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bds. \$3; de luxe ed., \$15

Sixty-four reproductions of the painter's work, with a critical introduction.

Gordon, Armistead Churchill

In the picturesque Shenandoah Valley; introd. by Philip Alexander Bruce. 220p. (bibl. note) il. (pt. col.) map O [c.'30] Richmond, Va., Garrett & Massie \$2.50

The history, historic monuments, and natural wonders of this Virginia valley.

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Under the pig-nut tree; il. by the authors. 63p. il. (col.) D c. N. Y., Knopf bds. \$1.25

The first of four nature books by these author-illustrators which tells of the adventures of a little elf who travels on a grasshopper's back to the river where he meets the Kingfisher family. For very small children.

Hamilton, Anthony, count

Memoirs of the Comte de Gramont; tr. by Peter Quennell; introd. by Cyril Hughes Hartmann. 400p. il. (pors.) D (Background of hist.) '30 N. Y., Dutton \$5

A new translation of a well-known volume of memoirs of the court of Charles II of England.

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Aviation and life insurance; a study of the death rate and the hazard of flying in relation to policy underwriting. 112p. O [c.'30] [Middletown, Pa., Author, U. S. Army Air Corps] pap. apply

Eldridge, Edward H.

New shorthand dictation exercises; Gregg ed., with anniversary outlines. 240p. O [c.'09, '22] N. Y., Amer. B'k. pap. \$1

Elizabethan studies: fifteenth series. 298p. (bibl.; bibl. footnotes) O (Studies in philology, v. 27, no. 2) '30 Chapel Hill, N. C., Univ. of N. C. Press pap. \$1.25

Emerson, Ralph Waldo

Napoleon, or, The man of the world. 63p. D (Big type lib., no. 43) [c.'30] N. Y., Wm. Bradford Press, 207 W. 25th St. pap. 10 c.

Fearing, Franklin

Reflex action: a study in the history of physio-

logical psychology. 363p. (bibl.) O '30 Balt., Williams & Wilkins \$6.50

Fiedler, R. H.

Fishery industries of United States, 1928. 225p. (Bur. of Fisheries doc. 1067) '29 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 35 c.

Gamble, J. A.

Cooling milk and cream on the farm; rev. by R. P. Hotis. 15p. il. (Farmers' bull. 976) '29 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 5 c.

Gerish, Edward F.

Commercial structure of New England. 333p. il (Domestic commerce ser. no. 26) '29 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. 95 c.

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Character. 90p. (6p. bibl.) S (School betterment studies, v. 2, no. 2) [c.'30] Pittsburgh, Pa., Henry C. Frick Educational Commission, 465 Union Trust Bldg. pap. apply

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The golden sparrow; a course on India for junior boys and girls. 158p. (3p. bibl.) map. diagr. D [c.'30] N. Y., Friendship Press bds. \$1; pap, 75 c.

Harris, Frank

Confessional; a volume of intimate portraits, sketches and studies. 234p. il. O '30 N. Y., Panurge Press, 151-5th Ave. \$5

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The last continent of adventure. 350p. il. map D c. N. Y., Dodd, Mead \$3
A story of adventure in Antarctica—the exploits of the courageous men who have explored it—Scott, Mawson, Amundsen, Shackleton, Wilkins, Byrd, and others.

Hill, William Bancroft, D.D.

The resurrection of Jesus Christ; a new study of an old problem. 160p. D [c.'30] N. Y., Revell \$1.25
An account of the last forty days of Jesus and a discussion of the claims for and against his resurrection.

Hough, Lynn Harold

The artist and the critic. 214p. (bibl.) D (Samuel Harris lectures on lit. and life) [c.'30] N. Y., Abingdon \$1.50
The great literary figures of many lands analyzed as either the artist or the critic type.

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The Shepherd Psalm. 115p. T [c.'30] N. Y., Revell fab. \$1.25
An interpretation of the Twenty-Third Psalm by the pastor of the Fifth Avenue Presbyterian Church, New York.

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A study of the achievements of Protestantism.

Johnson, June

Chunkie books; 3 v. 48p., ea. il. (pt. col.) O '30 Springfield, Mass., McLoughlin Bros. pap., 50 c.

Jones, Arthur J.

Principles of guidance [education]. 385p. D '30 N. Y., McGraw-Hill \$3

Joseph de Dreux

Happiness in holiness; ed. by Rev. Apollinaris Baumgartner. 126p. S [c.'30] Milwaukee, Bruce Pub. Co. \$1; pap., 40 c.

Josephson, Matthew

Portrait of the artist as American. 331p. D [c.'30] N. Y., Harcourt \$3

The dilemma of the American artist in adapting himself to the mechanistic life of America is becoming more pronounced,—a situation which the author shows existed during the last of the 19th century as illustrated by the careers of such literary expatriates as Henry James, Henry Adams, Lafcadio Hearn, Ambrose Bierce and Stephen Crane.

Zola, and his time. 558p. (bibl.) il. O (Star b'ks) [c.'28] Garden City, N. Y., Garden City Pub. Co. \$1

Juste, Michael

White brother; an occult biography. 216p. O '30 Milwaukee, Caspar, Krueger, Dory Co. \$3.25

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Green magic; the story of the world of plants. 196p. il. O c. N. Y., Appleton \$2.50
How plants grow, and their habits, told for boys and girls.

King, Willford Isbell

Index numbers elucidated. 246p. (bibl.) diagrs. D (Longmans' economics ser.) c. N. Y., Longmans \$2.50

Kisch, C. H., and Elkin, W. A.

Central banks; 3rd ed. 437p. (bibl.) O '30 N. Y., Macmillan \$6.50

Knevels, Gertrude

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A little waif, who discovers her talent for dancing, gains both fortune and romance.

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The festival of Indian corn; for the Physical education handbook. 22p. O (Pageants with a purpose) c. N. Y., A. S. Barnes pap. 50 c.

Hill, Adelene Bruce, and Van Alstyne, Dorothy

Learning levels of the children in the nursery school; with reference to the eating situation. 46p. front. Q c. N. Y., Teachers College, Columbia Univ. bds. 85 c.

Holmes, Ethel E., and Carey, Nina G.

The recompense; a pageant for the closing exercise of a junior high school class; for the Physical education handbook. 30p. il., diagr. O (Pageants with a purpose) c. N. Y., A. S. Barnes pap. 50 c.

Huntress, Ernest H.

A brief introduction to the use of Beilstein's Handbuch der organischen Chemie. 35p. O '30 N. Y., Wiley pap. \$1

Hutchins, Wells A.

Commercial irrigation companies. 40p. (bibl.) O (U. S. Dept. of Agri., tech. bull. no. 177) '30 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 10 c.
Intercollegiate Association of Amateur Athletes of America

Constitution, by-laws and the athletic rules of the Association; from March 1, 1930, to March 7, 1931. 157p. S (Spalding's athletic lib., no. 45 R) c. '30 N. Y., Amer. Sports Pub. Co. pap. 25 c.

Jacoby, Henry S., and Davis, Roland P.

Timber design and construction; 2nd ed. 334p O '30 N. Y., Wiley \$4.50

Lea, Fanny Heaslip [Mrs. Hamilton Pope Agee]

Happy landings. 307p. D c. N. Y., Dodd, Mead \$2

The story of Malou, an actress who tries her luck in the talkies in Hollywood, and whose future happiness is influenced by the memory of her dead aviator lover.

Lehman, Karl Bernhard, and others

Atlas and textbook of bacteriology; v. 1, Atlas. 172p. il. D '30 N. Y., G. E. Stechert \$7.50

Leigh, Charles W., and Mangold, John F.

Practical mechanics and strength of materials; new 2nd ed. 420p. il. D '30 N. Y., McGraw-Hill \$2.75

Lewis, Dominic Bevan Wyndham

François Villon; a documentary survey; preface by Hilaire Belloc. 426p. (3p. bibl., bibl. footnotes) front. (map) O (Star b'ks) [c. '28] Garden City, N. Y., Garden City Pub. Co. \$1

Lowell, Joan, pseud. [Mrs. Thompson Buchanan]

The cradle of the deep; il. by Kurt Wiese. 261p. O (Star b'ks) [c. '29] [Garden City, N. Y., Garden City Pub. Co.] \$1

Luquet, G.-H.

The art and religion of fossil man; tr. by J. Townsend Russell, jr.; preface by George Grant MacCurdy. 227p. (bibl. footnotes) il. O '30 c. '26, '30 New Haven, Conn., Yale \$5

The author is professor of philosophy in the Lycée Rollin, Paris.

Mabon, Doris

China decoration. 127p. il. (col. front.) D (Pitman's craft for all ser.) [n.d.] N. Y., Pitman bds. \$1

Macartney, Clarence Edward Noble, D.D.

Parallel lives of the Old and New Testament. 192p. D [c. '30] N. Y., Revell \$1.75

In each chapter the author has chosen a character from the Old Testament and one from the New Testament, given a sketch of their careers, and compared and contrasted the two lives.

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The message of Francis of Assisi. 111p. O [c. '30] Milwaukee, Morehouse Pub. Co. \$1.75

A biographical sketch.

McKittrick, Mrs. May Eliza Donaldson, and West, Marietta Hyde

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McKoy, Charles Francis

The art of Jesus as a teacher. 185p. (3p.

bibl.) D [c. '30] Phil., Judson Press \$1.50

A thesis which pictures Jesus as a teacher and a very real person.

McLaughlin, Henry W., ed.

The country church and public affairs. 260p. front. (por.) D c. N. Y., Macmillan \$2

A book of articles on the church and its relation to rural life problems, issued under the auspices of the Institute of Public Affairs at the University of Virginia.

Maclean, J. Kennedy, and Fraser, Chelsea Curtis

Heroes of the farthest North and farthest South [rev. ed.]. 486p. il. maps D [c. '23, '30] N. Y., Crowell \$2

MacLeod, Malcolm James, D.D.

The challenge of the changing; studies on the seeming drift of things. 234p. D [c. '30] N. Y., Revell \$2

A discussion of the importance and necessity of religion in this present-day changing world.

McNamara, Mary C.

"Glory" of the hills. 232p. il. D c. Covington, Ky., Author \$2

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Mann, Heinrich

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The story of a German upper middle class family, which tells also, by implication, the story of the Empress Eugénie.

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Maugham, William Somerset

Ashenden, or, The British agent. 304p. D (Popular copyrights) [c. '27, '28] N. Y., Grosset 75 c.

Melville, Lewis, and Hargreaves, Reginald

Famous duels and assassinations. 320p. il. O '30 N. Y., Sears \$4

Morgan, Conwy Lloyd

Mind at the crossways. 286p. O '30 N. Y., Holt \$3.75

An advanced treatise on the mind.

Morgan, John Pierpont

Twentieth century civilization; a drama in four acts. 230p. il. O [c. '30] San Francisco, Harr Wagner \$2.50

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Moses, Montrose Jonas, tr. and ed.

The Passion Play of Oberammergau; rev. ed. for the 1930 celebration. 308p. (17p. bibl.) front. (por.) D [c. '30] N. Y., Duffield \$2.50

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The law of sales under the common law, Uniform Sales Act, and other uniform laws. 948p. '30 Albany, N. Y., M. Bender buck. \$10

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Moore, Louise

Tobacco trade of the Netherlands and the Netherland East Indies. 74p. il. (Trade promotion ser. 89) '29 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 15 c

Moss, Colonel James Alfred

The flag of the United States; its history and symbolism. 191p. il. maps. diags. O [c. '30] Wash., D. C., U. S. Flag Ass'n, 923 - 15th St. \$1.50

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Munn, Glenn G.

Meeting the bear market. diags. N. Y., Harper \$2.50

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To aid church school superintendents and officers.

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An introduction to aesthetics, unfolding the enjoyment of beauty possible to everyone, not alone the creative artist.

Phillpotts, Eden

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The relation of psychology to religion, as an approach to it.

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Outlines of modern biology. 718p. (6p. bibl.) map. diags. O [c. '29, '30] N. Y., Holt \$3.75

A textbook for colleges by an associate professor of biology at New York University.

Polhamus, William Robert

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A history of the Christian Church by a Methodist pastor of Knoxville, Tenn.

Powel, Harford Willing Hare, jr.

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Ramsay, Robert E.

Why they buy; applying the art of representation to our business correspondence. 272p. diags. D [c. '30] Ind., Business Letter Institute, 333 N. Pennsylvania St. bds. \$3

A guide to better business correspondence.

Rand, Edward Kennard

In quest of Virgil's birthplace [travel]. 187p. il. O '30 Cambridge, Mass., Harvard \$2.50

Riley, Woodbridge

The meaning of mysticism. 102p. D c. N. Y., Richard R. Smith \$1.25

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Ross, Younger

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Roys, Francis W.

Materials of engineering construction. 341p. il. O '30 N. Y., Ronald Press \$4

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13p. il. (col.) Q (Famous water-colour painters, 7) '30 N. Y., Rudge bds. \$2.25

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My mother India. 218p. (bibl. footnotes) D [c. '30] [Los Angeles, Wetzel Pub. Co.] \$2.50

A young follower of Gandhi, and graduate of the University of California interprets the new movements in India.

Scherer, George H.

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Understanding the daily life of the people of biblical times.

Schnackel, H. G.

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God and man; a treatise with topically arranged Bible references. 151p. T [c. '30] N. Y., Revell flex. cl. \$1.50

Moschzisker, Robert von

Trial by jury; a brief review of its origin, development and merits, and practical discussions on actual conduct of jury trials; 2nd ed., rev. and enl. 501p. O '30 Phil., Geo. T. Bisel Co. \$6

Myer, W. H.

Iron and steel industry and trade of Canada. 18p. O (Trade information bull. 665) '29 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 10 c.

Rinehart, Anne Campbell

What Pittsburgh high school seniors read. 83p.

S (School betterment studies, v. 2, no. 1) [c. '30] Pittsburgh, Pa., Henry C. Frick Educational Commission, 465 Union Trust Bldg. pap. apply

Rusby, Henry Hurd, and others

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St. John, Charles E.

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Seldes, George

You can't print that! the truth behind the news, 1918-1928. 465p. il. O (Star b'ks) [c. '29] Garden City, N. Y., Garden City Pub. Co. \$1

Sexton, R. W., comp.

American country houses of today, 1930; introd. by Arthur C. Holden. 210p. il. diags. F (Amer. country houses of today; v. 7) '30 N. Y., Architectural B'k Pub. Co. \$12.50

Shepherd, James Walton

The church, the falling away, and the restoration. 256p. D '30 Cin., F. L. Rowe \$2

Sledd, Andrew

The Bibles of the churches. 220p. (bibl. footnotes) D (Living b'k ser.) c. Nashville, Tenn., Cokesbury Press \$1

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Smith, Leonard K.

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Swabey, Marie Collins

Logic and nature. 398p. (bibl. footnotes) O c. N. Y., N. Y. Univ. Press \$4

The application of logic to current problems of science and nature. By an assistant professor of philosophy in New York University.

Swift, Janet H. M.

The Passion Play of Oberammergau; its history and significance. 161p. il. map D [c. '30] N. Y., Revell \$1.75

All about the Passion Play, its players, the town, and how to get there.

Taylor, Marie E.

Just boys and girls of dear old Chicago. 143p. D [c. '30] Bost., Christopher Pub. House \$1.50

Stories of Chicago young people in vacation time.

Thomas, Lowell Jackson

Raiders of the deep. 370p. il. O (Star b'ks) [c. '28] Garden City, N. Y., Garden City Pub. Co. \$1

Thompson, Richard E.

Sunrise hours, or, Dubbs; septimeters of seven [verse]. 81p. D c. Bost., [Badger] bds. \$2

Troupe, John Franklin, D.D.

Interviewing God; a study in spiritual questing. 192p. D [c. '30] N. Y., Revell \$1.50
A Presbyterian pastor of St. Louis writes on how to find God.

Tucker, Beverley Randolph

The gift of genius. 252p. D [c. '30] Bost., Stratford \$2.50

A discussion of great men and women of various types, in relation to the characteristics and genesis of genius.

Turner, Edward Raymond

The cabinet council of England in the seventeenth and eighteenth centuries, 1622-1784; v. 1. 482p. O '30 Balt., Johns Hopkins Press \$7.50

Underwood, Mrs. Edna Worthley

The taste of honey. 210p. O '30 Portland, Me., Mosher Press bds. \$3

Vieth, Paul Herman

Objectives in religious education; introd. by Luther A. Weigle. 345 p. (bibls.) O c. N. Y., Harper \$2.50

An analyzed study of what ten leaders in religious education and four leaders in general education have to say concerning the aim of the Sunday school.

Vines, Sherard

The course of English classicism. 160p. (bibl. footnotes) D (Hogarth lectures on lit.; no. 12) [c. '30] N. Y., Harcourt \$1.25

In tracing the growth of classical principles stress is laid on its persistence after the Romantic Revival, in these lectures for both students and teachers.

Schuhler, Albert A.

Electric wiring; a textbook of applied electricity for vocational and trade schools; new 2nd ed. 380p. il. D '30 N. Y., McGraw-Hill \$2.50

Selfert and Muller

Physical and clinical diagnosis. 543p. il. (pt. col.) O '30 Phil., Lippincott flex. cl. \$6

Sellew, Gladys

Pediatric nursing; 2nd ed. 512p. il. D '30 Phil., Saunders \$2.50

A text-book of ward administration. 290p. il., diags. D '30 Phil., Saunders apply

Shoop, Charles F., and Tuve, George L.

Mechanical engineering laboratory practice. 488p. il. O '30 N. Y., McGraw-Hill \$4

Thom, Dr. Charles

The Penicillia. 657p. (bibl.) O '30 Balt., Williams & Wilkins \$10

Waite, Sheridan C.

"The food pilot"; a balanced meal; food combinations simplified; pocket ed. 23p. (bibl.) diagr. (col.) S [c. '29] [Springville, N. Y., Author] bds. \$1

Woolf, Montague Sydney

Principles of surgery for nurses; 2nd ed., rev. 355p. il. D '30 Phil., Saunders \$3

Waggett, J. MacPhail, D.D.

Bible landmarks in a changing land; introd. by Ernest Trice Thompson. 130p. map D [c.'30] N. Y., Revell \$1.50
The Holy Land as it was in biblical times and as it is today.

Wagner, Charles Abraham, ed.

Prize poems, 1913-1929; introd. by Mark Van Doren. 247p. D c. N. Y., Paper B'ks 75 c.

This collection of poems, which have won prizes offered by American magazines, includes work by Edwin Arlington Robinson, Robert Frost, Carl Sandburg, Vachel Lindsay, Edna St. Vincent Millay, and others.

Wallace, Archer

More stories of grit. 146p. D c. N. Y., Richard R. Smith \$1
Fifteen stories of real men, who as boys were handicapped or baffled, but who, through pluck, won achievement.

Waller, Willard

The old love and the new; divorce and readjustment. 363p. (bibl. footnotes) O [c.'30] N. Y., Liveright \$3.50

The report of an investigation, based on the case study method, which endeavored to determine the major problems of the divorced person and the adjustments, both sociological and psychological, which are necessary.

Week-end library (The); issue of 1930. various p. (3p. bibl.) map D '30, c.'95-'30 Garden City, N. Y., Doubleday, Doran \$2.50

Two novels, two novelettes, several mystery stories, poetry, essays, true adventure tales and humorous writings by such popular authors as W. Somerset Maugham, Christopher Morley, Joseph Conrad, Edgar Wallace, Edna Ferber, Don Marquis, and others, are included in this volume.

White, Margaret L., and Hanthorn, Alice

Stories of animals, and other stories. 261p. il. (col.) D (Do and learn readers, 2nd reader) [c.'30] N. Y., Amer. B'k 80 c.

Williams, Frank J.

If you must speculate, learn the rules. 106p. D c. N. Y., Knopf bds. \$1
Concentrated advice to the amateur, based on the experience of stock-operators who are successful.

Woodring, Maxie Nave, and Harold, Gilbert

Enriched teaching of commercial subjects in the high school. 347p. (bibls.) O (Enriched teaching ser.) c. N. Y., Teachers College, Columbia Univ. \$2.50

Lists of free or low cost illustrative and supplementary materials for the use of teachers of commercial subjects.

Yellowlees, David

Psychology's defence of the faith. 190p. D [c.'30] N. Y., Richard R. Smith \$2
The elements of religious experience discussed in the light of what the new psychology is teaching.

Zimmer, George

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Old and Rare Books

Frederick M. Hopkins

THE new volume of American Book Prices Current has been sent out to subscribers this week from the office of *Publishers' Weekly* and will be reviewed in another issue. A new feature of the volume is an index to American rare book dealers.

E. Byrne Hackett of the Brick Row Book Shops will preside at a meeting of

the rare book dealers which is to be a new feature of the annual convention of the American Booksellers' Association gathering at the Hotel Pennsylvania from May 19 to 22nd.

THE sale of autograph letters of Bernard Shaw to Frank Harris, Frederick H. Evans, Arnold Dolmetsch, and

others, with first editions and presentation copies, and important editions, by the American Art Association, Anderson Galleries, Inc., on April 30, was an interesting event. The 230 lots brought \$34,343. The following are a few of the Shaw lots: "An Unsocial Socialist," London, 1887, first edition with the mistake of "The Confession of Byron Cashel's Profession" instead of "Cashel Byron's Profession" on the title-page which was at once discovered by the publishers before many copies had left their hands, \$1,550; twenty-two intimate letters, 1894-1928, from Shaw to Arnold Dolmetsch, famous player and maker of musical instruments, \$1,500; A.L.S. 4 pp., 4to, to F. H. Evans, August 27, 1895, \$400; "Plays: Pleasant and Unpleasant," 2 vols., 1898, with author's inscription, \$675; typewritten letter signed, 3 pp., 4to, Piccard's Cottage, St. Catherine's Guildford, November, 1900, to Frank Harris, \$190; "Mrs. Warren's Profession: A Play in Four Acts," London, 1902, containing ten letters from the author with platinum photographs of the original cast and presentation inscription, \$2,200; "Man and Superman," original cloth, London, 1903, with author's inscription, \$360; typewritten letter signed "G.B.S." 8 pp., 4to, Ayot St. Lawrence, October 16, 1916, to Frank Harris, \$1,100; typewritten letter, signed, 7 pp., 4to, written on the Coast of Kerry, September 27, 1918, to Frank Harris, in which he says "Dickens was by far the greatest man since Shakespeare that England has ever produced," \$700. Other rare lots added to the Shaw material included Barrie's "What Every Woman Knows," London, 1918, with author's inscription, \$450; the original manuscript of Arnold Bennett's one of the "Five Towns" novels, with the inscribed dedication copy and two letters of the author relating to this and other manuscripts, \$1,300; A.L.S. of John Keats, 2 pp., 4to, to Jane Reynolds, October 3, 1817, including five stanzas of the well known song "To Sorrow," now in "Endymion," \$1,900; Spenser's "Colin Clouts Come home againe," small 4to, levant by Club Bindery, London, 1595, from the Hoe collection and with the Jerome Kern bookplate, \$1,700; Whitman's "Two Rivulets," 12mo, half leather, Camden, 1876,

presentation copy with author's inscription, \$105.

MRS. FRANCES M. EDWARDS, of the Booklovers' Shop, Hartford, Conn., writes that at last progress is being made with the "Addenda to the Bibliography of Mark Twain," and it will soon be ready for subscribers. It was originally planned to combine this material with bibliographies of Harriet Beecher Stowe and Charles Dudley Warner, but that plan has been changed and the Twain material will be published alone. The Stowe and Warner bibliographies will appear later. It was the wish of Walter Bliss that his copy of the "Bibliography of Mark Twain," published in 1919 by Merle Johnson, which contained the annotations and notes of Mr. Bliss should pass into the hands of the old bookshop of R. C. Beers, in Hartford, widely known as the Hobby Shop, after his death. This wish came to pass and also in keeping with the further wish of Mr. Beers, this material has now been collected and published in order that collectors may have the benefit of the information therein. It is fitting that this Twain book should be published in Hartford, for the American Publishing Company brought Mark Twain to Connecticut's State Capital early in his career. Mr. Bliss wrote to him saying, "We are desirous of obtaining from you a work of some kind." . . . We are perhaps the oldest subscription house in the country and have never failed to give a book an immense circulation." Mark Twain went to Hartford, first residing with the Bliss family in their Sigourney Street home. There he worked through the long summer days and finished "The Innocents Abroad."

THE report comes from Cincinnati that John G. Kidd, of Stewart Kidd, rare book dealers, has purchased the Cassius M. Clay papers, including practically all of the letters received by Clay during the disturbed Civil War period. Almost every celebrity of the times is represented among the letters, ambassadors, members of the reigning houses of Europe, and the leading political figures of the United States. Writing to Clay from Springfield, Ill., in July, 1860, Lincoln said he "saw

by the papers" that the electorate of Indiana was receiving his abolitionist speeches eagerly. He requests Clay to campaign in Illinois on behalf of abolition. Mr. Kidd states that several of Lincoln's letters are worth \$5,000, or more, each. Every member of Lincoln's cabinet, at some time or other, found occasion to discuss important policies in writing with Clay. Clay was a forceful personality and did much to make friends for Lincoln's administration among foreign diplomats. Mr. Kidd estimates that a third of the collection includes letters from personages who actually shaped world history.

FROM Fullerton & Son, 598 Madison Avenue, New York, comes "A Special Offering of 25 distinguished First Editions by 25 distinguished Authors." Among some of the American authors represented are the following: Cooper's "Deerslayer," \$300; Crane's "The Black Riders and Other Lines," \$160; Dreiser's "Sister Carrie," \$325; Emerson's "Essays," 1841, with presentation inscription, \$1,350; Hale's "The Man Without a Country," in original wrappers, \$725; Hawthorne's "House of Seven Gables," \$135; Maria Lowell's "Poems," privately printed, \$275; Melville's "Moby Dick," \$800; Stockton's "The Lady or the Tiger," \$75; Harriet Beecher Stowe's "Uncle Tom's Cabin," \$900; and Whittier's "Snowbound," \$400. The collectors who began to gather American first editions three or four years ago when this department warned them of coming advance in prices will enjoy reading paragraphs like this.

THE University of Texas, whose library in recent years has grown to be one of the most notable in the South, may acquire the Vollbehr collection of incunabula if Congress should fail to pass during its present session, the bill authorizing its purchase by the government for the Library of Congress at the price of \$1,500,000.

Representative Ross A. Collins, of Mississippi, author of the bill, says that a group of wealthy alumni of the University of Texas had expressed a desire to make a bid for it.

AN unpublished story by Stephen Crane, whose "Red Badge of Courage," in 1896, created a sensation and is now very popular with collectors, has been discovered at Syracuse University, which Crane attended. The story, entitled "The Cry of the Huckleberry Pudding," written during Crane's undergraduate days was discovered in an old file of the college newspapers. It is not included in any of the author's published works, and it will be the outstanding feature of the May *Chap Book*, literary publication of the university.

Catalogs Received

- Americana, Canadiana.** Maisonneuve Frères, 3 Rue du Sabot, Paris, France.
- American and English first editions.** (No. 8.) David Magee, 480 Post St., San Francisco, Cal.
- Books about Kansas, books by Kansas authors, and some items of Western and Middle Western Americana.** Smalley's, McPherson, Kansas.
- Books for collectors, comprising modern first editions, philosophy, science, history, travel, nature study, art, etc.** (No. 19; Items 256.) Rogers Book Shop, Inc., 622 West Sixth St., Los Angeles, Cal.
- Books issued by special presses.** Smalley's, McPherson, Kansas.
- Early American sporting prints, birds and game, fishing, horse racing, shooting, yachting, etc.** (Items 89.) Harlow, McDonald & Co., 667 Fifth Ave., New York City.
- Autographs, astrology, biography, literature, Occult sciences, etc.** (No. 63; Items 2269.) Dauber & Pine Bookshops, Inc., 66 Fifth Ave., New York City.
- First editions and rare books.** (No. 219; Items 353.) James F. Drake, Inc., 14 West 40th St., New York City.
- First editions and rare books.** (No. 10; Items 330.) Pegasus Book Shop, Inc., 31 East 60th St., New York City.
- Some items of unusual merit from the Mischke art library.** (No. 64.) Dauber & Pine Bookshops, Inc., 66 Fifth Ave., New York City.
- Modern first and limited editions and the work of private and special presses.** (Items 631.) J. & E. Bumpus, Ltd., 350 Oxford St., W. 1, London, England.
- Modern first editions from the bookshop.** (Items 500.) Bookshop of Douglas Cleverdon, 18 Charlotte St., Bristol, England.
- Polish books.** (No. 11.) The Polish Book Importing Co., Inc., 38 Union Square, New York City.

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Forthcoming Issues

✿ ✿ ✿ Next week will come the New York Pre-Convention number. Dorothea Lawrence Mann has written an interesting historical paper entitled "The Booksellers of America Meet for the First Time," which tells the story of the first Book Fair, or Convention, held in this country. Dana Jones, who talked at the Western Convention on "Book Advertising From Chaucer to Chic Sale," will be among the contributors, inasmuch as his paper will be printed in full. E. Byrne Hackett of the Brick Row Bookshop of New York discusses "The Antiquarian Business." The Convention number itself will appear on May 31. ✿ ✿ ✿

✿ ✿ ✿ On May 24 Marshall Best of the Viking Press contributes "In Praise of the

Small Book," a question which is being much discussed at the present time. ✿ ✿ ✿

The Publishers' Weekly

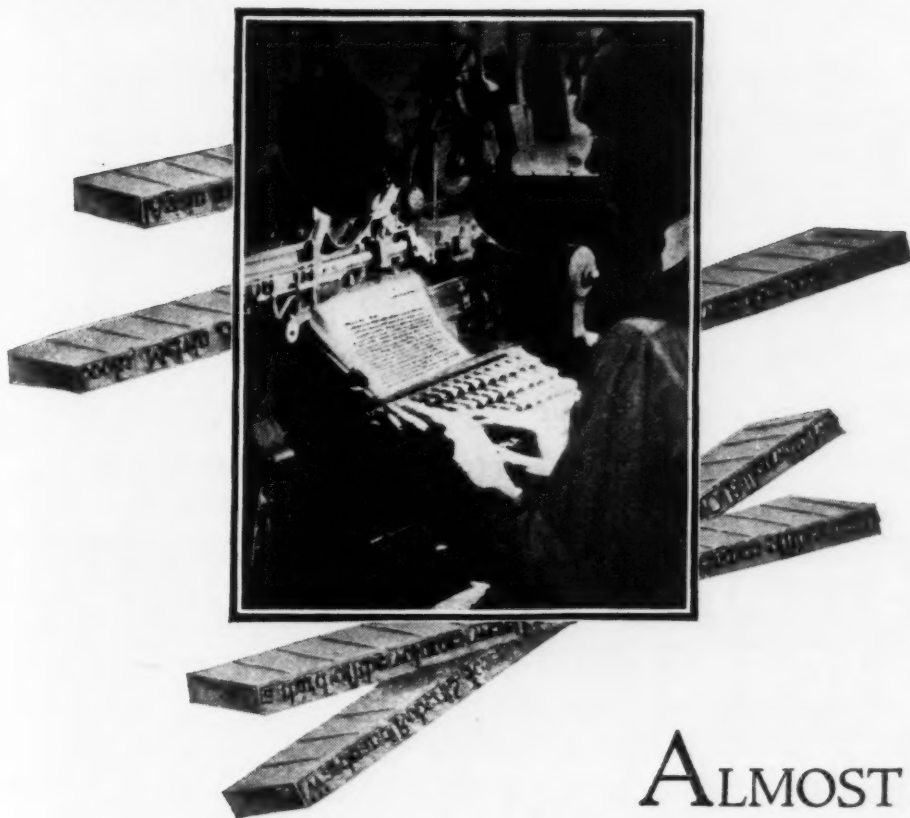
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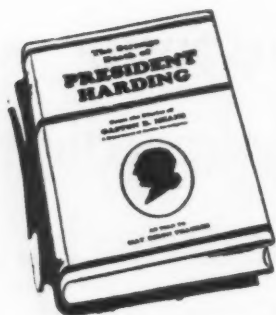
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